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Goodwill Industries Appoints Angela Adams to Chief Communications and Diversity Officer

New position expands C-suite; ensures integration of strategic business imperatives

MILWAUKEE – January 29, 2021 – Today, Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc., announced it promoted Angela Adams to the newly created position of chief communications and diversity officer. In this role, Adams is in charge of strategy across community engagement; diversity, equity and inclusion; and corporate communications for Goodwill throughout southeastern Wisconsin and Metropolitan Chicago. Goodwill is a non-profit social enterprise that provides training, employment and supportive services for people experiencing barriers to work. Elevating these business strategies to Goodwill’s C-suite will increase the reach and impact of its programs and services, helping more people find success at work and in life – a much needed effort during these difficult times as almost 11 million people¹ in the United States are unemployed.

“We are ecstatic to have Angela join the Goodwill senior leadership team as chief communications and diversity officer,” said Jackie Hallberg, president and chief executive officer at Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc. “Angela has been building bridges to foster inclusion during her time as vice president of community relations; her new position formalizes that work and leverages her unique expertise across three disciplines to ensure these strategies are prioritized and diversity is integrated into every aspect of the organization.”

In this new role, Adams will continue to drive the community relations strategy to foster collaboration that drives mission impact. There are needs outside of Goodwill’s workforce development expertise that must be addressed to ensure jobseekers experience success at work and in life. Goodwill works with community partners in 23 counties across Wisconsin and Illinois to provide job training and placement as people seek jobs and build skills for career progression and economic mobility. In her new role, Adams will coalesce with colleagues across Goodwill Industries International, sharing in best practices with 156 Goodwill locations to deliver programs and services that make a difference in people’s lives.

¹ <https://www.thebalance.com/current-u-s-unemployment-rate-statistics-and-news-3305733>

Adams will also oversee the creation of a corporate communications function to help shape the business narrative and manage brand reputation across stakeholder groups critical to the organization's growth strategies, including its commitment to diversity.

"This move elevates three, often untapped, business disciplines to play a critical role in driving organizational strategy and day-to-day business results," said Adams. "I look forward to providing holistic insight that inspires mission impact, fosters inclusion, and leverages the power of communications to tell our story."

As vice president of community relations at Goodwill for nearly five years, Adams piloted five Community Relations Councils across Goodwill's broad territory to connect its nearly 6,000 employees with stakeholders in local communities where they live and work. She established signature programs to highlight the organization's local impact including the "Acts of Goodwill" volunteer program and the annual "Goodwill Community Day."

In addition to her role at Goodwill, Adams is a committed community volunteer as a member of The Milwaukee (WI) Chapter of The Links, Incorporated, and serves on the board of directors for Froedtert Hospital, Carmen Schools, African American Leadership Alliance Milwaukee (AALAM), and the Sherman Phoenix Foundation. Adams also served as a board president of Professional Dimensions and on the steering committee of Milwaukee Women inc. She was recently named the United Way of Greater Milwaukee and Waukesha County 2020 Linda McFerrin African American Nonprofit Leadership Award and was named to the Milwaukee Business Journal's 2020 Power Brokers List. She is a 2019 Milwaukee Times Black Excellence Corporate Trailblazer and a 2018 Milwaukee Business Journal Woman of Influence. A military wife and mother, Adams was recognized with the Wisconsin National Guard Partnership Award for 20+ years of service to military families.

Adams holds a Master of Arts degree in Strategic Communication and Leadership (MASCL) from Seton Hall University. She earned a Bachelor of Science degree in Business Administration from Florida A&M University (FAMU); the number one public historically Black college or university (HBCU)²; where she served as president of the Beta Alpha Chapter of Alpha Kappa Alpha Sorority, Inc.

Before joining Goodwill, Adams held various sales, corporate communications, and public relations leadership roles at Ascension Wisconsin (formerly Wheaton Franciscan Healthcare) and Johnson Controls where she received the Chairman's Award, and Pfizer. Adams was born and raised in Gary, IN and resides in Mequon, WI with her husband and their three daughters.

About Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc.

Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago is the largest Goodwill organization among 156 agencies in North America and has been providing services to the community for the past 100 years. With over 90 locations, Goodwill's mission to provide training, employment and supportive services for people with disabilities or disadvantages who seek greater independence helps those in need across a 23-county territory. In 2019, Goodwill served nearly 43,000 men and women with disabilities and disadvantages and helped 7,932 individuals enter employment. Visit www.goodwillsew.com for more information.

² [http://www.famunews.com/2020/09/famu-is-the-highest-ranked-public-hbcu-u-s-news-world-report-2021-best-colleges-rankings/#:~:text=Florida%20A%26M%20University%20\(FAMU\)%20is,123%20a%20year%20ago](http://www.famunews.com/2020/09/famu-is-the-highest-ranked-public-hbcu-u-s-news-world-report-2021-best-colleges-rankings/#:~:text=Florida%20A%26M%20University%20(FAMU)%20is,123%20a%20year%20ago).