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Goodwill Announces New VP of Retail

Sonny Russell III joins Goodwill team

BOSTON (August 3, 2021) – Sonny Russell III, a retail executive with more than 25 years of retail leadership and management experience, has joined Morgan Memorial Goodwill Industries as Vice President of Retail.

Russell, who was previously the New England Area Manager for Crate and Barrel managing nine stores with an annual sales volume of \$120 million, will oversee Goodwill’s retail enterprise as it continues to expand in Massachusetts. Sonny will also help develop new on-the-job training opportunities in Goodwill’s retail enterprise for individuals in Goodwill programs.

“Sonny is a proven executive with extensive and broad-based experience in retail management,” said Joanne Hilferty, President and CEO of Morgan Memorial Goodwill Industries. “He has a great track record in growing sales, managing teams, and providing leadership and he will play a key role as we continue to grow our retail enterprise in order to advance our mission.”

In addition to his work at Crate and Barrel, Sonny was also Director of Stores in the Northwest for Pier 1 Imports managing 110 stores and Brand and Regional Director at American Eagle Outfitters in the Asia Pacific, Canada West, and Pacific Northwest. In addition to his retail experience, Sonny also recently served as a Vice President at KinderCare Education, which operates childcare centers, where he provided leadership and management for more than 200 sites.

About Morgan Memorial Goodwill Industries

Goodwill provides job training and career services for individuals with barriers to self-sufficiency and partners with the business community on program content and job placement. Goodwill operates MassHire Boston Career Center, a one-stop career center that offers universal access to a broad range of services for job seekers. The Goodwill Stores provide jobs and on-the-job training opportunities and offer quality, low-cost goods to individuals and families looking for value. To learn more, visit Goodwill online at www.goodwillmass.org or follow us on social media @goodwillboston.

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