



**FOR IMMEDIATE RELEASE**

**Goodwill Names Serena Powell as  
Vice President of Strategy and Impact**

**BOSTON (January 5, 2026)** – Serena Powell, an accomplished executive in workforce development and organizational growth, has joined Morgan Memorial Goodwill Industries as Vice President of Strategy and Impact.

In this role, Powell will drive the development of Goodwill’s strategic plan and help define the operational processes and structures to support it. She will also oversee key organizational initiatives designed to enhance the data, analyses, and processes that drive organizational impact.

“Goodwill is committed to expanding and evolving our programs to meet the changing needs of the communities we serve, especially during these challenging times,” said Joanne Hilferty, President and CEO of Morgan Memorial Goodwill Industries. “Serena’s proven leadership in workforce development, strategic planning, and building strong community partnerships makes her an exceptional addition to our leadership team.”

Powell most recently served as Executive Director at Fedcap Inc., where she oversaw a workforce development contract serving more than 32,000 families. She also created Veterans Forward, a program supporting veterans and their families. Her prior leadership roles include Senior Vice President for New England at The Fedcap Group and President and CEO of Community Work Services.

Powell holds a bachelor’s degree in English from the University of Massachusetts-Amherst and a master’s degree in rehabilitation counseling from Boston University.

**About Morgan Memorial Goodwill Industries**

Goodwill is a community-based nonprofit organization whose mission is to help individuals with barriers to self-sufficiency to achieve independence and dignity through work. To learn more, visit Goodwill online at [www.goodwillmass.org](http://www.goodwillmass.org) or follow on social media @goodwillmass.

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