

**IMMEDIATE RELEASE**

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**Goodwill welcomes new senior VP of marketing and development**

*Longtime Goodwill executive Veronica Brandon Miller taking the reins on fundraising  
and organizational outreach*

[MACON, GA] –Veronica Brandon Miller has been named senior vice president of marketing and development for Goodwill Industries of Middle Georgia and CSRA. She comes to Georgia from the central west coast of Florida, where she served as vice president of the Goodwill Manasota Foundation.

With more than 25 years of creative vision and unparalleled expertise in community engagement, branding and marketing, Miller has leveraged resources and raised funds for numerous charitable organizations. During her eight years with Goodwill Manasota, she created and implemented multiple strategic development plans and secured donations to advance the organization’s mission of changing lives through the power of work.

Of the notable programs and initiatives she created in her previous post – including the award-winning Veterans Services Program and Community Ambassador Program, which engaged thousands of community leaders as advocates for the organization – she is proudest of the more than 300 collaborations she spearheaded in the community with corporate, foundation and nonprofit partners. She also created a strong presence for Goodwill Manasota across multiple media platforms, creating and hosting shows on radio station WSRQ, Suncoast Network News and Manatee Education Television that promoted good works happening in the community, and appearing weekly on WWSB ABC 7’s variety show, the “Suncoast View.”



“Veronica's personal and professional accomplishments are a testament to her dedication, hard work and limitless capacity for innovation,” said James K. Stiff, president of Goodwill of Middle Georgia and the CSRA. “We are excited for her to join this caring and giving community, and to have a professional with her caliber and experience to help us with our Hand Up Campaign, which will increase opportunities to create local middle-skill careers.”

Prior to joining the Goodwill family, Miller served as the executive director for the international aid organization ShelterBox USA and increased its revenue by 1,000 percent. Prior to that, she lived in Washington, D.C. where she was instrumental in the billion-dollar campaign for the Smithsonian Institution, served as the executive director for the Navy League of the United States Foundation and raised significant funds for the USS Ronald Reagan Aircraft Carrier, and served nearly 10 years with the National Safety Council and the Home Safety Council.

She has received numerous awards for leadership and marketing, and has been published in many publications on issues regarding fundraising and marketing. Miller earned her Bachelor's degree from Boston University and her Master's degree in Business from the University of Maryland. She is a graduate of Goodwill Industries International's (GII) Senior Leadership Program and a recent graduate of GII's Executive Development Program. She is also a graduate of the Sarasota Civilian Police Academy and leadership programs including the Gulf Coast Leadership Institute, Leadership Sarasota and Leadership Manatee.

### **About Goodwill Industries of Middle Georgia and the CSRA**

Goodwill Industries of Middle Georgia and the CSRA builds lives, families and communities one career at a time by helping people develop their God-given gifts through education, work and career services. More than 86 cents of every dollar in Goodwill revenue underwrites education, job training and placement services within the agency's 35-county service delivery area. Read Goodwill's annual report at [www.goodwillworks.org/publications](http://www.goodwillworks.org/publications). Goodwill Industries of Middle Georgia and the CSRA is accountable to local Board of Directors, belongs to this community and is not owned by any individual or company.