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For Immediate Release

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Cropper Named Vice President of Marketing for Goodwill of Central & Southern Indiana

INDIANAPOLIS, IN — Goodwill of Central & Southern Indiana recently announced that Ivan P. Cropper, an advertising, marketing and communications professional with over 25 years of experience, has been hired to lead the organization's marketing and communications functions. Cropper will officially begin in his new role on January 2, 2020.

"We are excited to welcome Ivan to the team," said Kent A. Kramer, president and CEO of Goodwill of Central & Southern Indiana. "His impressive background and proven track record implementing innovative solutions make him a great addition to Goodwill's talented marketing department."

Cropper brings a diverse set of skills and accomplishments to Goodwill. For the previous four-and-a-half years at INDYCAR, Cropper was responsible for managing the brand across multiple marketing platforms. In addition to implementing consumer engagement strategies that resulted in significant revenue growth, INDYCAR's television viewing audience increased 30% and brand awareness increased 15% under Cropper's leadership.

Prior to that, he developed and led USA Track & Field's first-ever branding campaign, which generated incremental revenue through the creation of proprietary marketing programs with corporate partners. Cropper also led the modernization and digitization of the organization's communications department.

"I'm excited to be back in the not-for-profit sector, especially to be working for a social enterprise with the decades of proven success that Goodwill has," Cropper said. "We have a great story to tell, and I can't wait to get started."

Cropper attended Southern Connecticut State University where he received a Bachelor of Arts in communications and played football. He lives in Indianapolis with his wife and two daughters.

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About Goodwill of Central & Southern Indiana

Goodwill of Central & Southern Indiana changes lives every day by empowering people to increase their independence and reach their potential through education, health and employment. The organization serves 39 Indiana counties and operates more than 70 retail

locations, as well as charter schools for adults and youth, a maternal-child health program, a child care center and more.