

October 19, 2021
For Immediate Release

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Cropper Named Chief Diversity Officer for Goodwill of Central & Southern Indiana

INDIANAPOLIS, IN — Goodwill of Central & Southern Indiana announces Ivan P. Cropper as Chief Diversity Officer. Cropper will work across the organization to align resources to help build an inclusive Goodwill where everyone, including employees, shoppers and clients, feels a sense of belonging.

In addition to this new role, Cropper also serves as Goodwill's vice president of marketing and communications. He possesses over 25 years of experience in advertising, marketing and communications and has been supporting Goodwill's [commitment to diversity and inclusion](#) since 2020.

"We are excited for Ivan to lead Goodwill's diversity, equity and inclusion work in this important new way," said Kent A. Kramer, president and CEO of Goodwill of Central & Southern Indiana. "His impressive background and proven track record implementing innovative solutions is exactly what we need to help us think and do differently in order to strengthen our transformation into a truly inclusive, anti-racist organization."

Before joining Goodwill, Cropper was responsible for managing the brand across multiple marketing platforms at INDYCAR. 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.

"I'm thrilled to lead and coordinate Goodwill's DEI efforts, as well as continue to build long-term strategies that align with our mission and goals," Cropper said. "Together, we will keep progressing our organization's commitment to establishing an inclusive and diverse culture that also positively impacts the communities we serve."

Cropper attended Southern Connecticut State University where he received a Bachelor of Arts in communications and played football. For more information about Goodwill, visit [goodwillindy.org](#).

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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.