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## Goodwill Industries of Arkansas Welcomes New Senior Vice President and Chief Operating Officer

### Ron Meijerink Brings Extensive Experience and Innovative Approach to Arkansas Nonprofit

LITTLE ROCK, Ark. (February 18, 2025) — Goodwill Industries of Arkansas is pleased to announce the appointment of Ron Meijerink as its new senior vice president and chief operating officer. With a proven track record of operational excellence and a deep commitment to Goodwill's mission, Meijerink is poised to drive significant growth and impact for the organization.

Ron Meijerink joins Goodwill Industries of Arkansas following a successful tenure as COO of Goodwill Industries of Tulsa, Inc. During his time there, Meijerink spearheaded initiatives that led to increased revenue, launched a thriving e-commerce platform, and introduced innovative sustainability programs.

"We are thrilled to welcome Ron Meijerink to our leadership team," said Brian Marsh, President and CEO of Goodwill Industries of Arkansas. "Ron's extensive operational knowledge, coupled with his passion for our mission to change lives through education, training, and employment, makes him the ideal candidate to help steer our organization towards even greater success."

Meijerink's impressive career in the Goodwill network includes serving as COO of Goodwill Industries of Greater East Bay (Oakland, Calif.) from 2020-2022 and holding leadership positions at Goodwill Industries of South Texas. His experience extends beyond Goodwill, having served as CEO at Foodbank of the Rio Grande Valley from 2018-2019.

Meijerink's diverse background, which includes roles in manufacturing, operations, distribution and logistical services and online marketing, uniquely positions him to drive innovation and growth at Goodwill Industries of Arkansas.

"I am honored to join Goodwill Industries of Arkansas and look forward to building on the organization's strong foundation," said Meijerink. "Together, we will expand our impact, enhance our retail operations, and create even more opportunities for Arkansans to achieve their full potential through the power of our mission; changing lives through education, training and employment."

Meijerink holds a Bachelor of Science in Apparel Manufacturing & Textile Engineering from the Hoge School Amsterdam, University of Applied Sciences.

## **About Goodwill Industries of Arkansas**

Goodwill Industries of Arkansas is a 501(c)(3) nonprofit organization dedicated to changing lives through education, training and employment. In the last fiscal year, our career services team helped 697 people find work at companies around the state. Through our various education, training and employment programs, GIA provided services to 7,866 Arkansans. Since opening in 2017, 233 adults in Arkansas have graduated high school and earned their diplomas through The Excel Center®, Goodwill's high school for adults 19 years or older. The Academy at Goodwill, licensed by the Arkansas State Board of Private Career Education, is a trade school that provided training and certifications to 1,037 individuals in FY23 to secure new employment and advance careers. Goodwill also offers reentry services for those coming out of justice-involved situations to help train and find employment. Visit [GoodwillAR.org](http://GoodwillAR.org) for more information.