



MEDIA ALERT

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FOR IMMEDIATE RELEASE

GOODWILL NAMES NEW CFO
*Jeff Docalavich joins with 20+ years of Global leadership with
MasterLock, ManpowerGroup and Rockwell Automation*

July 29, 2019... Goodwill Industries of Southeastern Wisconsin, Inc. has named Jeff Docalavich as its new Chief Financial Officer (CFO).

Docalavich will have responsibility for all aspects of the financial function and resources for the corporation; overseeing payroll, procurement, risk management and safety.

Most recently he was a consultant with B2B, a business consultancy focusing on smaller, privately-owned manufacturing and professional services industries. His Global experience extended to The MasterLock Company, ManpowerGroup, Rockwell Automation and Honeywell providing financial vision and leadership.

“We are excited to have Jeff’s knowledge and experience guiding Goodwill forward. He will be a trusted financial and business partner to the Goodwill executive team,” said Jackie Hallberg, president and CEO.

Docalavich volunteers as a mentor with a nonprofit organization called “Score,” which provides free business mentoring services to prospective and established small business owners.

Docalavich earned an MBA in Finance from Arizona State University in Tempe. He resides in Mequon with his wife Elizabeth.

About Goodwill

Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago is the largest Goodwill organization among 158 agencies in North America. In 2018, Goodwill provided services to nearly 50,000 men and women with disabilities and disadvantages and 9,473 individuals entered employment. Visit www.goodwillew.com for more information.

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