



FOR IMMEDIATE RELEASE

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PALMETTO GOODWILL NAMES ELLIOTT SMALLEY NEW CHIEF MISSION & MARKETING OFFICER

One of his first responsibilities will be to find a leader for the new Palmetto Excel charter high school

North Charleston, SC – Palmetto Goodwill is pleased to announce the addition of Elliot Smalley to its leadership team, as the new Chief of Mission and Marketing Officer for the organization.

Smalley is a familiar face at Palmetto Goodwill (PG) having served as the project manager of a new adult education enterprise, Palmetto Excel Charter High School, for the last 10 months. He has worked with the Palmetto Excel Board, the PG Board, and a planning committee to accelerate several years of development and planning into tangible results. As a result, he helped secure approval for a charter school, paving the path for adults over the age of 21 to earn high school diplomas and laying the groundwork for start-up and recurring public funding for our school.

"I look forward to Elliot joining our team and to helping us achieve excellence and drive impact in our community," said Brian Itzkowitz, president, and CEO. "Working with both Palmetto Excel and Palmetto Goodwill over the last 10 months, Elliot has gotten the 'Goodwill Burn' and believes deeply that everyone deserves the opportunity to thrive. He wants to join a team that helps people lead the lives they want to lead, and see their lives change through education, training, and employment."

Smalley previously served as the deputy superintendent of strategy and communications for the Charleston County School District, the chief of staff and communications at the Achievement School District in Tennessee, and as superintendent of the South Carolina Public Charter School District. He has over 20 years of experience working in public education and creating and implementing high-impact programs that affect students, families, and communities around shared priorities.

Smalley led marketing and communications efforts for the Charleston County School District and the Achievement School District. He helped launch a "GO PUBLIC!" campaign, led a rebranding of the district's identity system, and implemented social media channels and strategy.

About Palmetto Goodwill

Palmetto Goodwill is a non-profit social enterprise whose mission is to help people achieve their full potential through the dignity and power of work. In operation since 1979, Palmetto Goodwill operates 33 thrift stores/donation centers, 9 Career Opportunity Centers and 15 commercial/government contracts to support its mission throughout its 18-county territory. To learn more visit palmettogoodwill.org