



November 14, 2023
University of Richmond
Robins School of Business

7:30 A.M. | Networking Breakfast
8:00 A.M. | Program



Mark Barth
President and Chief Executive Officer
Goodwill of Central and Coastal Virginia

Mark A. Barth President & CEO Goodwill of Central and Coastal Virginia Mark's vision is that every Virginian that wants a job can get a job. He brings over 20 years of Goodwill leadership experience, previously serving as president and CEO of Goodwill Industries of Central Oklahoma. Prior to that he served for 12 years in executive roles with Goodwill, before and after the merger of two regional Goodwill organizations (Richmond and Virginia Beach). Those roles included CEO and CFO of the Hampton Roads Goodwill, and CIO for the merged entity – Goodwill of Central and Coastal Virginia. Prior to Goodwill, he worked in the capital markets group of a large commercial bank (now JP Morgan Chase), a

regional investment bank and a private venture capital firm advising and financing several successful emerging-growth companies. He later served as President and CEO of U.S. Media Corp, overseeing the successful startup of SRN digital news service in Washington, DC. Past Board memberships include Vice Chair of the Virginia Association of Community Service Boards (serving 250,000 individuals per year), Chesapeake Integrated Behavioral Health, Trustee of the Hampton Roads Chamber of Commerce, and Variagenics (Cambridge, MA). Leadership positions include Chair of the Leadership Development Committee of the Goodwill Industries International ("GII") Conference of Executives (oversees the onboarding and mentoring of new Goodwill leaders and the Certified Executive designation of GII), the Oklahoma City Chamber Transportation Committee, GII Financial Task Force, Chair of the Finance and IT Workgroup for the Mid-Atlantic Goodwill Industries Coalition, Chair of the Virginia Goodwill Network, a member of the GII Delegate Assembly Planning Committee and Chair of the Membership Committee of the Chesapeake Rotary Club. He also regularly participates in candidate selection and review for the GII Executive Development Program. Barth earned a master's degree in business administration from Southern Methodist University, a bachelor's degree in business administration from Evangel University, completed graduate work at the University of Houston, and is a graduate of the GII Executive Development Program.



Desmond Carter
Chief Operating Officer
Goodwill of Central and Coastal Virginia

Desmond Carter Chief Operating Officer Desmond P. Carter joined Goodwill of Central and Coastal Virginia in February 2020, serving as Director of Retail Operations before being promoted to Vice President of Donated Goods Retail and most recently Chief Operating Officer. Desmond is responsible for all retail store, outlet and eCommerce operations across central and coastal Virginia. Prior to joining Goodwill, Desmond gained a wealth of experience in various segments of retail, most recently with leadership and management roles with Wal-Mart and Lowe's Corporation. Desmond served for 10 years in leadership roles with Walmart in Virginia, Georgia, North Carolina and Nevada, and for 10 years as general manager of multiple Richmond based Lowes locations. Desmond and his wife, Joy, have five daughters and three sons. In his free time, Desmond trains Brazilian jiu jitsu and mixed martial arts at the MMA Institute in Richmond, Virginia. Desmond enjoys fishing, landscaping and service to his church Cornerstone Baptist Church in North Chesterfield, Virginia.

Presented by the Robins School of Business, supported by PNC and ChamberRVA



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