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## **Former Head of Innovation for GIANT Picked to Lead Ten Thousand Villages as New CEO**

Dan Alonso brings 20 years of multidisciplinary retail experience to the fair trade nonprofit retail pioneer, founded in 1946.

April 14<sup>th</sup>, 2022 (Akron, PA)—The Board of Directors of Ten Thousand Villages is pleased to announce that they have hired Dan Alonso as Chief Executive Officer, commencing May 1, 2022. Dan comes to the Board with a wealth of experience with Ten Thousand Villages having served as a Board Member of the Mechanicsburg Ten Thousand Villages Store, as a member of the Board Store Council and most recently as a member of the National Board.

In addition to his experience with Ten Thousand Villages, Dan also has over 20 years experience in retail, having served in a variety of positions with The GIANT Company. His work with GIANT focused on brand strategy, innovation, new business development, operations support, and technology. Prior to GIANT, Dan led digital marketing initiatives for three technology startups.

“I became involved in Ten Thousand Villages because of my passion to connect my vocation, retail, with my purpose: serving an organization that supports the country of my birth, Colombia,” stated Alonso, new CEO of Ten Thousand Villages. “I didn't need to look far, as the Mechanicsburg store is one mile from our family's home. I drive past this store daily, making it easy to be involved in my local community.

Once I began volunteering 10 years ago, I fell in love with the way the people on the board and the store staff pursued ‘business as mission.’ Their dedication and compassion for service inspired me and unexpectedly, it influenced my day-to-day work at GIANT. The volunteers on the Mechanicsburg board respect each other's differences because they are committed to a common purpose, serving the many artisans dependent on fair trade and partnered with Ten Thousand Villages.

After my initial six years of service on the Mechanicsburg board, I became involved with the Board Store Council, which supports 34 nonprofit store boards just like Mechanicsburg's. Through my work on the Board Store Council and the National Board I've increased my appreciation for the work done every day to support the mission in the U.S. and across the world. Volunteers, store staff, eCommerce support, wholesale support, logistics support and corporate support—all share the common goal of ending cycles of poverty. Together, we are Ten Thousand Villages.”

Ed Diller, Board Chair of Ten Thousand Villages, noted that “Dan’s passion for Ten Thousand Villages and the work it does around the world is clear. That passion is based in part on the fact that Dan was born in Colombia. Because of that birthright, Dan has a special interest in working with artisan groups around the world to ensure those artisans—a majority of whom are women—can earn a fair living wage, free of

exploitation in their countries of origin. Those wages allow the artisans to provide food, shelter, clothing, education, health care and other basic rights for themselves and their family members."

Joanie Cooksey, Chair of the Board Store Council that represents the 34 store boards affiliated with Ten Thousand Villages, says: "Over the years, Dan has been a partner with a clear vision, an ability to understand issues and a focus on solutions that move the organization forward. The Board Store Council is 'over the moon' with excitement about Dan becoming CEO."

Dan graduated from Messiah University with a degree in Computer Science.

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**About Ten Thousand Villages:**

As a global maker-to-market movement, Ten Thousand Villages connects artisans in developing countries with conscious shoppers in the United States by offering ethically sourced gifts, home wares and fashion accessories crafted by hand. Every product and donation generates sustainable income — and impact — for 20,000 makers in 25 countries who earn a fair, living wage in safe working conditions. That means families are able to build homes and save for the future, their children stay healthy and go to school, and their communities develop and thrive. Partnering with people often excluded from the marketplace, particularly women, Ten Thousand Villages shares the craft, culture and stories of makers through a network of 51 branded stores and 300-plus retail partners, as well as an e-commerce shop. As a pioneer of fair trade, Ten Thousand Villages does business differently, putting people and planet first — since 1946.

**Media Contact:**

Lauren Wennell, Director of Brand and Marketing, Ten Thousand Villages  
Lauren.Wennell@tenthousandvillages.com