



**Contact:**

Lori Holly  
Director of Marketing & Communications  
(414) 831-6334, Direct  
(414) 350-0215, Cell

**Feeding America Eastern Wisconsin appoints new directors**

**Milwaukee (September 15, 2016)** – Feeding America Eastern Wisconsin recently appointed three new directors to its Leadership Team: Scott Marshall, Director of Development; Fred Heller, Director of Operations; and Guy Alicea-Reed, Director of Programs and Member Services.

“We’re thrilled to have Scott, Fred and Guy on our Leadership Team,” said Charles McLimans, President/CEO of Feeding America Eastern Wisconsin. “Their knowledge, expertise and creativity will help us pave the path toward substantial growth, innovation, and collaboration as we work together to solve hunger.”

Marshall brings years of fundraising success and a deep understanding of the food bank business with him to Feeding America. Before joining the team, he led development efforts for Hunger Task Force and the American Red Cross in Southeastern Wisconsin. Marshall began his career in marketing, promotions and events at the Milwaukee Radio Group before his transition to the non-profit sector. At Feeding America, Marshall will head the development department and work to grow the organization’s major gifts and deepen relationships with corporate and foundation partners.

Heller brings a wealth of supply chain expertise with him to Feeding America Eastern Wisconsin. He worked to streamline systems and improve efficiencies at We Energies, S.C. Johnson & Son, Inc. and Case New Holland before leading Feeding America’s Operations team. In his role, Heller will oversee the day-to-day operations and supply chain management of the Milwaukee and Fox Valley food banks, and improve efficiencies while ensuring quality and safety.

Before Alicea-Reed joined Feeding America, he was the Director of Food Services at AIDS Resource Center of Wisconsin, where he oversaw the daily service operations of the organization’s ten food pantry programs throughout the state. He also managed Food Services programs for The Salvation Army. In his new role, Alicea-Reed will put that experience to work by managing the programs and member services operations while also working to grow them.

“As we continue to expand our reach and mission across the 36 counties in eastern Wisconsin, it is essential that we have the right team in place. Each of our directors has a skill set that will make our organization stronger and more efficient,” McLimans said. “I’m confident our team will lead the way toward a bright, hunger-free future for Wisconsin.”

###

### ***About Feeding America Eastern Wisconsin***

*Feeding America Eastern Wisconsin is the largest, private, nonprofit hunger relief organization in the state. Founded in 1982 by the Rotary Club of Milwaukee, Feeding America Eastern Wisconsin is a local and independent member of the Feeding America network. As the leading provider of private hunger relief in the state, Feeding America collaborates with 572 partner hunger relief organizations, including food pantries, meal programs, shelters, and community-based mobile pantries to provide 18.3 million meals annually to 377,000 people across 36 counties in Eastern Wisconsin. Feeding America Eastern Wisconsin also supports programs that improve food security for people in need, advocates on their behalf, and works collaboratively to solve hunger.*

### ***Together we can solve hunger.***

*To learn more about hunger in Wisconsin, visit [www.feedingamericawi.org](http://www.feedingamericawi.org).  
Join the conversation! Like us on [Facebook](#) and follow us on [Twitter](#).*