

FOR IMMEDIATE RELEASE
November 1, 2011

The University of Arizona appoints Martha S. Van Gelder to direct the Lundgren Center for Retailing

New Lundgren Center leader brings deep experience in global retailing and international business development to the University of Arizona

TUCSON, November 1, 2011 — The University of Arizona (UA) is pleased to announce the appointment of Martha S. Van Gelder as the new director of the Terry J. Lundgren Center for Retailing. She has also been appointed PetSmart Professor of Practice, a named professorship made possible through a PetSmart endowment established to attract top-notch practitioners who can integrate their hands-on experiences with teaching and mentorship. Gelder brings to the UA more than 20 years of high-level leadership in global business growth and development for The Walt Disney Company, Sesame Workshop, Redken Laboratories and other global brands.

An "Important Voice" in the Future of the Lundgren Center

Terry Lundgren, CEO, chairman of the board, president and director at Macy's, Inc. and a major supporter of the UA, welcomed Van Gelder's appointment to lead the Center that bears his name, stating, "With her strong experience in business analysis and strategic planning, Ms. Van Gelder has the potential to be an excellent collaborator with all of our constituents, including students, professors, staff and sponsors, and an important voice in the future of the Lundgren Center."

Soyeon Shim, director of the Norton School echoed Lundgren's sentiments. "The Terry J. Lundgren Center is well poised to advance to a global level, and Martha brings a tremendous amount of global experiences and strategic capabilities to meet our new challenges," Shim said.

Diverse Skills & Strengths

Shim formed a search committee in July, 2011, to identify candidates nationally to fill the position voided by Melinda Burke, who left the Lundgren Center after 18 years to become executive director of the University of Arizona Alumni Association.

Van Gelder met with the Lundgren Center's Executive Corporate Board in October as one of the final steps in the search process. "She was highly recommended by the Board based largely on her extensive experience in global business, marketing and distribution and her proven track record of working with the often disparate worlds of non-profits, the private sector and academia," said Neil Stacey, senior vice president, PetSmart, Inc., who served on the search committee alongside other Board members and members of the UA faculty.

New Perspective for a Nationally Known Center

"I am so excited by the opportunity to bring new perspective to this nationally known Center and help to advance it to the next level," Van Gelder said. "I am particularly impressed with the students and their hunger for new information and ideas — I look forward to sharing with them what I've learned from my experience and relationships."

Van Gelder earned her MBA from the prestigious Thunderbird School of Global Management (formerly "The Garvin School" and "The American Graduate School of Global Management"). Among her many professional roles in international business, she has served as:

- Managing director/vice president of international business for GAIAM, INC., a health and fitness brand for which she created a new international sales division, expanding the company into 20 new countries
- Executive vice president of international business development for Sesame Workshop, working to align the mission and revenue goals in international markets for the company best known for the television program Sesame Street
- Executive director of licensed territories for THE WALT DISNEY COMPANY, in charge of expansion for home entertainment in 12 Asian territories
- International marketing manager for REDKEN LABORATORIES, INC., overseeing global subsidiary branding, promotions and advertising for this mass-market division of L'Oréal

About the Terry J. Lundgren Center

Through connections with top retailers and consulting firms, the Terry J. Lundgren Center for Retailing educates students to become leaders in retail and consumer-oriented businesses, advances scholarly research in retailing and consumer behavior and conducts outreach activities that provide economic and social benefits to U.S. and global consumers, including programs on selling, retailing and retailing careers for youth in the Arizona community. The Lundgren Center's annual Global Retailing Conference in Tucson, Ariz., now attracts more than 3,000 attendees a year. More information is at <http://terryjlundgrencenter.org>

About the Norton School

The John and Doris Norton School of Family and Consumer Sciences within The University of Arizona College of Agriculture and Life Sciences houses the Terry J. Lundgren Center for Retailing, the Frances McClelland Institute for Children, Youth and Families and the Take Charge America Institute for Consumer Financial Education and Research. The Norton School offers undergraduate and graduate degrees through its Family Studies and Human Development Program and Retailing and Consumer Sciences Program. More information is at <http://cals.arizona.edu/fcs>

###

Caption for Accompanying Photo

Martha S. Van Gelder, newly appointed director of the Terry J. Lundgren Center for Global Retailing and PetSmart Professor of Practice, brings deep international experience to the University of Arizona and the Norton School of Family and Consumer Sciences.

MEDIA CONTACT

Kimberley Brooke

Assistant Director, Marketing and Communications

Norton School of Family and Consumer Sciences

kbrooke@u.arizona.edu

(520) 626-7952