

## The T.J. Martell Foundation Announces New Appointments

**Nashville, Tennessee – (March 27, 2017)** - The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research, the music industry's leading cancer research funding organization, has announced three new appointments to the organization.

**Jon Baum** has been named Senior Vice President of Entertainment and Business Development, **Melissa Goodwin** has been promoted to Senior Vice President of Operations and **Annalisa Buehler** has joined the team as East Coast Manager of Special Events.



Jon Baum has worked in artist management with artists including The Kinks, Ry Cooder, The Babys, Neil Sedaka, Gino Vanelli, Marcy Levy, Paul Davis and Randy Newman. He was part of both the original MTV Networks and VH1 teams, created promotions for The Rolling Stones and David Bowie at Clear Channel as Vice President of Marketing Partnerships. He helped create special projects such as the Jagermeister Music Tour, Revolver Golden Gods Awards Show and the EA Sports Madden Challenge. He helped launch *Guitar Aficionado* Magazine in 2009. Baum will be based in the New York office and be focused on non-event revenue through special partnerships with brands and festivals, the Foundation's CharityBuzz auction and national projects.

Melissa Goodwin began her career with the T.J. Martell Foundation as the Special Events Manager in 2005. Prior to her joining the Foundation she was with the Cystic Fibrosis Foundation where she held the position of Event Director for the Tennessee Chapter. Her passion for non-profit work began during her time with the Nashville Metro Police Department. It was there that she was introduced to fundraising and played an integral role in the planning and execution of the Law Enforcement Torch Run which raised over \$125,000 for Tennessee Special Olympics. She later left the law enforcement agency and joined the Special Olympics working with police across the state of Tennessee. During her tenure with the T.J. Martell Foundation, Goodwin has held various national positions including administrative, financial and human resources. She is a member of SOURCE and WMBA. She will remain based in the Foundation's Nashville office.





Prior to joining the T.J. Martell Foundation, Annalisa Buehler was part of the Women’s E-commerce Merchandising team at Club Monaco. She is a graduate of the Scripps College of Communications at Ohio University and will be based in the Foundation’s New York office.

“The employees of the T.J. Martell Foundation are some of the most passionate and hardest working people who are dedicated to the important mission of funding leukemia, cancer and AIDS research,” said Laura Heatherly, CEO of the Foundation. “We have a great team in place across the country and I feel fortunate to work with them every day.”

#### **ABOUT THE T.J. MARTELL FOUNDATION:**

The T.J. Martell Foundation is the music industry’s largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. The Foundation was founded in 1975 by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. The Foundation has provided more than \$280 million dollars for research that supports eight flagship hospitals in the United States. For more information on the T.J. Martell Foundation go to [www.tjmartell.org](http://www.tjmartell.org), [www.facebook.com/tjmartellfoundation](https://www.facebook.com/tjmartellfoundation), [www.twitter.com/tjmartell](https://www.twitter.com/tjmartell), [www.pinterest.com/tjmartellfndn](https://www.pinterest.com/tjmartellfndn), [www.instagram.com/tjmartellfoundation](https://www.instagram.com/tjmartellfoundation)

#### **PHOTO ID**

Top left, page one – Jon Baum

Top right, page one-Melissa Goodwin

Top left, page two-Annalisa Buehler

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