

Alumni Spotlight: Donald J. Hall, Jr. '74 **Distinguished Alumni Award 2024**



DONALD J. HALL, JR. '74

Executive Chairman – Hallmark Cards, Inc.

Donald J. Hall, Jr. is executive chairman of Hallmark Cards, Inc., a Kansas City, Mo.-based company known throughout the world for its greeting cards and personal expression products; television programming through Hallmark Media and Hallmark Hall of Fame productions; as well as Crayola, a company that inspires creativity in children through crayons and other innovative art tools, crafting activities and toys. Hall also serves as chairman of the Hallmark board of directors.

Hall is the third generation of the Hall family to lead this privately held business, which was founded in 1910 by his grandfather, J.C. Hall.

Hall joined the company in 1971, working in multiple areas of the business – from manufacturing and sales, to product development and creative – before taking over the company's top position in 2002.

Hall is active in the Kansas City community as a member of the MRIGlobal Board of Trustees, University of Kansas School of Business Board of Advisors, Children's Mercy Research Institute Advisory Council, the Nelson-Atkins Museum of Art Board of Trustees, the Kansas City Civic Council. He served on the National Board of Trustees of The John F. Kennedy Center for the Performing Arts.



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