



Donald Alan Fuller

November 7, 1941 - April 24, 2023

Donald passed away peacefully on Monday, April 24, 2023, with family at his side after a brief illness. He was 81. Donald was a brilliant man and kind father; an academic mind with hands that could build or fix just about anything.

He is survived by his beloved wife of 54 years, Jane Fuller, his sons Daniel Fuller and Michael Fuller (Amy), grandchildren Margaret Fuller, Kathryn Fuller, Georgia Fuller and Zoe Compton, and brother David Fuller (Joan). He was preceded in death by his parents, Ernest and Thelma Fuller.

Donald was born in Cleveland, OH on November 7, 1941. A Georgia Tech graduate with a bachelor's degree in industrial management, he went on to earn an MBA from the University of Toledo and a Ph. D from Georgia State University. A true polymath, Donald also sang and played guitar in the "Wolf Pack" — an early rock 'n' roll band — during his college years.

He married wife Jane (Mulligan) in 1968 in Atlanta. After serving in the U.S. Army and U.S. Reserves as a commissioned officer for six years, Donald taught marketing at the University of Central Florida in Orlando for 30 years (1972 - 2001). In parallel, he ran a market-research consulting firm which included Circus World and Sun Bank as his clients.

Donald was also a pioneer in the field of sustainability; publishing one of the first — if not the first — academic textbooks titled “Sustainable Marketing: Managerial-Ecological Issues” in 1999.

Though he suffered a stroke in 2001, Donald was able to maintain an active life for the next 22 years; including plenty of travel, cooking, reading, furniture refinishing, fixing things, dining and spending time with his grandchildren.

In lieu of flowers, contributions to the Coalition for the Homeless of Central Florida (centralfloridahomeless.org) are appreciated. Funeral arrangements:

Wake and visitation: Thursday, May 4 (6:00 – 8:00 pm) at DeGusipe Funeral Home, 9001 Orlando Ave, Maitland, FL 32751.

Funeral mass: Friday, May 5 (10:00 am) at St. Margaret Mary Catholic Church, 526 N. Park Ave, Winter Park, FL 32789. Reception to follow mass.

Cemetery service: Friday, May 5 (2:00 pm) at Queen of Angels Cemetery, 1901 Queen of Angels Drive, Winter Park, FL 32792.

Previous Events

Funeral Mass

MAY 5. 10:00 AM (ET)

St. Margaret Mary Catholic Church (Chapel)
526 N Park Ave
Winter Park, FL 32789

Tribute Wall

PS

“ Dear Jane, Dan, and Michael, I wish I could attend the funeral tomorrow, but I will be out of town. I send my sincere condolences to all of you. Don was always a quiet man when I saw him in the neighborhood years ago or in the grocery store more recently. I learned a lot about his many distinguished accomplishments reading the obituary. I know you must be very proud of the man he was and will miss him terribly. I hope your many happy memories will bring you comfort and joy.
Sincerely,
Patty and Stephen Schoene

Patricia Schoene - May 04, 2023 at 09:05 AM

PC

“ I always loved seeing Don's warm smile and am grateful for 40 years of memories.

Pamela Castellana - May 02, 2023 at 04:42 PM



“ Medium Dish Garden was purchased for the family of Donald Alan Fuller.



May 02, 2023 at 04:41 PM

WC

“ Jane, we were so sorry to hear Don's name announced at Mass tonight. Please accept our sincere condolences. Kate and Bill Cooper

William & Katherine Cooper - April 29, 2023 at 07:58 PM

NT

*Dear Jane and family,
Very saddened by Don's passing. He was a wonderful man and our
prayers are with you at this most difficult time. May he rest in peace.
Our sympathy and love,
John and Nancy-Lee Thompson*

Nancy-Lee Thompson - April 30, 2023 at 04:25 PM