

## Inter-Office Communication



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**To:** All Backstage Employees      **From:** Tom Schwilke, President and General Manager, Corporate Perishables

**Date:** September 10, 2012

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**Subject:** **VP Perishables Merchandising – Bob Heally**

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I am pleased to announce the promotion of Bob Heally to VP Perishables Merchandising, reporting to me.

Bob began his Safeway career in 1984 while attending college, worked in retail for six years and has eleven years of Division Backstage experience in positions such as Field Merchandiser, Category Manager and Marketing Director positions. Bob then transitioned into Corporate Director roles for eleven years.

Since 2008 Bob has been supporting Corporate Perishables with a focus on Deli and Food Service as a Group Director. In Bob's current role as Group Director he has been responsible for developing innovative & strategic marketing plans and has been a key stakeholder in driving merchandising and operational programs.

Bob holds a Marketing Degree from Napa Valley College. He brings a tremendous amount of talent and experience from his roles in Retail, Division Backstage as well as Corporate Backstage. We are very pleased to welcome Bob into his new position as our VP Perishables Merchandising.

Please join me in congratulating Bob on his new assignment.