

Inter-Office Communication



To:		From:	Jon Quinn VP Marketing Strategy
Date:	October 17, 2011	Department	Marketing Strategies

Subject: **Announcement of Keith Cayer**

It is my pleasure to announce the promotion of Keith Cayer to Director – Marketing Strategy. Keith will be responsible for leading Category Optimization and other strategic category initiatives for Non-Perishables.

Keith joined Marketing Strategies in February 2007, and has been working on Category Transformation initiatives, assortment cluster optimization and most recently the Optura NextGen partnership with Nielsen. Keith was instrumental in partnering with category teams to leverage customer and category insights to create new opportunities for category growth. Keith's category management background along with his knowledge of the insights and capabilities coming from the new Optura NextGen platform will serve him well in his new role.

Prior to Safeway, Keith worked at Clorox in Category Management and Brand Management. Prior to Clorox, Keith relocated from the East Coast where he held a variety of Marketing roles at BIC. Keith received his BS in Business Administration with a Marketing concentration from Northeastern University.

Please join me in congratulating Keith on his well deserved promotion.