

Memo

To: CCIM, CSI, SM
Teams**From:** Elizabeth Shoemaker**Date:** May 24, 2013**Division/
Department:** Consumer Communications
and Integrated Marketing

Subject: **Integrated Marketing Team Member Announcement – Patty Long**

I am pleased to announce that Patty Long has joined the Safeway team today in the role of Director Brand Strategy, reporting to me. Patty will activate the Safeway brand positioning through well-defined brand strategies/communication strategies for Consumer Communications and Integrated Marketing (CCIM) teams. She will partner closely with Consumer and Shopper Insights to ensure communication strategies align with insights, and will collaborate with other parts of the CMG organization to help drive brand initiatives and campaigns. She will also manage the Safeway brand identity/brand standards (plus store banner identities), and provide approval for usage to ensure consistent articulation of our brands across communication channels.

Patty brings to Safeway a wealth of brand experience, most recently at Dell Inc. While there, she led the Dell brand identity transformation, the first in its 25-year history. As the primary team lead, she delivered strategy, brand essence and story, creative expression, in market activation, and internal brand engagement platforms for its global 100K employees.

Before Dell, Patty worked at Sun Microsystems and accelerated through multiple positions of increased scope and impact that encompassed marketing communications, brand strategy, advertising, PR/AR, and internal and executive communications.

Her practical knowledge architecting and directing global brand strategies in cross-enterprise marketing/sales arenas and her Six Sigma Blackbelt certification will be an asset to Safeway, its business, and brand objectives.

Patty holds a BA in English from California State University at Long Beach. She loves to travel to faraway places including Australia, Sweden, and Japan, enjoys yoga, pilates, photography, painting, and learning more about her family history.

Please join me in welcoming Patty to the Safeway team.