

## Inter-Office Communication



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**To:** All Backstage Employees      **From:** Tami Tollefson  
VP Family Care

**Date:** February 04, 2013

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**Subject:** **Category Director (Non Perishables) – Jeanette Rodriguez**

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I am very pleased to announce the promotion of Jeanette Rodriguez to the position of Baby Care Category Director within Non Perishables.

Jeanette began her career with Safeway as a Promotional Analyst in 2004. From 2008-2012, she was promoted across several roles including Category Analyst for Coffee/Juice, Consumer Brands Category Development Manager and then Category Manager for Pasta/Soup and Coffee/Juice. She has been a great contributor across each of these roles including coffee macro space implementation and helping to develop the emerging Kcup growth expansion.

Jeanette holds a Bachelor Of Arts Digital Graphics and Minor in Business Advertising from California State University East Bay. She is also active member in Safeway's Hispanic Leadership Network since September 2006.

Please join me in congratulating Jeanette on her well deserved promotion!