

## **Employee Announcement – Chris Almeida**

I am pleased to announce that Chris Almeida will join the Shopper Marketing Team as Director of Shopper Marketing- Division. Chris will be responsible for collaborating with Division and backstage marketing and merchandising teams in leading the proactive development and execution of strategic marketing plans for Seattle, Portland, Nor Cal, Eastern and Canada Divisions (Region A). Chris will also have overall responsibility for third party contracts, and the development of Division competitive playbook strategic responses, which support Safeway's strategic objective of thinking globally and acting locally.

Chris is a graduate of CSU Hayward (East Bay). Chris joined Safeway 11 years ago in Non-Perishables, Specialty Marketing where he was involved in the creation of regionally focused merchandising, the roll-out and expansion of natural/organics, as well as the conversion to carry grocery in CPS/CPE. For the past seven years he has been an instrumental part of the Corporate Marketing Strategies team, most recently as Director, Customer Analytics. Chris has made significant, positive contributions toward major marketing and merchandising initiatives, such as helping to develop Safeway's digital marketing platforms, fuel rewards, and remodel store launch plans. His past successes will serve him well in his new role!

Please join me in welcoming Chris to his new position as part of the Shopper Marketing-Division team.