



A celebration of female professionals

Tribute offers insight into careers of 54 honorees

The *Shelby Report of the Southeast* presents its 17th annual tribute to Women of Influence in the food industry. This year's slate of honorees – 54 strong – runs the gamut from presidents and VPs to managers, directors and supervisors.

They are among the leading executives in their respective fields, but their candid responses to questions from the Shelby team also reflect how they handle their other roles – as wives, mothers, sisters and even grandmothers.

Whether they've worked there decades or just a few months, these women

are making an impact at their companies. Some have MBAs or law degrees, while others are pursuing doctorates. Nearly all belong to professional associations and are active in their communities.

In the pages that follow, they share advice for up-and-coming professionals, as well as detail some of the challenges and rewards they've experienced along the way. In addition, you'll learn about the defining moments in their careers.

We found their responses refreshing and inspirational, and hope you will as well. Join us as we celebrate the 2022 Women of Influence.



Monica Abarca Post Consumer Brands

Senior Account Manager

Years with the company: Eight

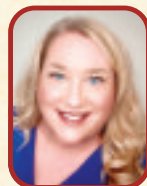
I was born and raised in Southern California. A daughter of immigrant parents, who taught me the

importance of education, hard work and family. I married my husband, Alejandro "Al" Abarca, 15 years ago. He is the one that grounds me. He is always there to support me in whatever I choose to pursue. We have a very energetic 9-year-old boy.

At Post Consumer Brands, I enjoy developing partnerships with my customers to achieve success. I am thankful that my company supports me being the ambassador for all the industry events in California. This has allowed me to be part of the board for the Illuminators and Food Industry

Managers' Club of Los Angeles.

My success is not only due to my family but also to the great mentors I have had along the way. Diana Godfrey taught me to always find a solution to my problem. Debbie Staab showed me the importance of understanding financials. Jason Edevold and Lori Brown encouraged me to get involved in our industry. My motto is, "Never stop learning, you will learn something new every day."



Crystal Ackerman Southeastern Grocers

VP of Meat and Seafood

Years with the company: Two and a half

I lead and execute category plans, strategies and tactics to deliver winning sales and provide a world-class fresh experience for our customers. The most

rewarding part of my job is the opportunity to lead and support others in reaching their potential. The most challenging, yet exciting, aspect of my job is that every day is different and there's always an opportunity to grow in this fast-paced environment.

Early in my career, I had an influential mentor who provided me with support as a direct leader, confidant, thought partner and most importantly as a critic by always being honest with me and encouraging me to take risks.

My biggest piece of advice for up-and-coming professionals is to learn how to embrace and push through your fears. If you allow feelings of fear to

overcome your actions, you will stifle the ability for you and others to realize your full potential. However, if you harness that energy into forward action, you will be pleasantly surprised of all you are capable of.

Additionally, I'm passionate about supporting the community and am involved in SEG's associate resource group, the Women's Development Network, as the community involvement co-chair. I am also a member of FMI's Fresh Executive Committee, Fresh Foods Leadership Council and the Annual Meat Conference Planning Committee and was recently elected as the Annual Meat Conference Planning Committee's co-chair.



Michelle Aloï Daymon Worldwide

Senior Director Global Sourcing,
Product Development and Innovation-Japan

Years with the company: 16

Currently, my team and I are supporting a key retailer in Japan to expand their private brand

assortment including new categories and products for the Japanese market.

The most rewarding part of my job is having the opportunity to work with internal and external resources across the globe to create unique, customized solutions for our partner.

Navigating through the impact that the pandemic has had on the global supply chain and input costs across the industry has proved to be the most challenging aspect of my job.

Early in my career with Daymon, I was lucky enough to have a mentor who gave me space to develop my own path and empowered and

challenged me to think strategically and take risks.

A defining moment in my career was accepting a new role in our international division seven years ago, which was outside of my comfort zone and really forced me to grow and build new skills.

The advice I would give up-and-coming professionals is to take risks, never stop learning and challenge yourself to build diverse relationships internally and externally from your organization. I am a member of NEW.



Kari Bailik Lowes Foods

Manager of Training Facilitation

Years with the company: 10

In my daily role, I get to help people think about ideas, leadership and innovation in a different way. Additionally, I have the opportunity to train hosts

about leadership, culture and processes. In these areas, I can engage with each person and truly form a professional relationship that reaches beyond the training session.

As we continue to grow as a company, I am excited for the opportunities and growth that each member of our team will continue to have in the future.

Throughout my trainings and interactions, I lean on my experiences working within the stores for many years, my time as a NCAA Division I student athlete, and growing up as a military brat to form connections with

others and help them grow on a daily basis in leadership. As we develop relationships, we can continue to push each other to keep a growth mindset around leadership and look to the future with excitement.

I am amazed daily at the willingness of others to try something different and keep an open mind about the possibilities of their leadership in the future. I encourage hosts to applaud their successes, while always asking themselves, "What am I intentionally doing today to be a little bit better than I was yesterday?" This is a question I try to ask myself every day too. We can all learn and grow together.



Carol Jenkins Barnett

(Sept. 30, 1956 – Dec. 7, 2021)

Publix Super Markets

Former Chair and President of
Publix Super Markets Charities

Carol Jenkins Barnett was an admired philanthropist known for generously giving back to nonprofit organizations, including United Way, Florida Partnership for School Readiness and Family Fundamentals, as well as countless others.

Over the years, she and her husband, Barney, funded numerous community projects, including Barnett Park and the Carol Jenkins Barnett Pavilion for Women and Children at Lakeland Regional Health. Her final philanthropic gift was the founding of Bonnet Springs Park.



Natasha Brinegar

Food Lion

VP of Category Management, Center Stores

Years with the company: 30

I provide strategic direction for center store management, merchandising and pricing. I provide oversight for all decisions on shelf presentation,

assortment, cost negotiations, promotional planning and vendor relationships.

What I find most rewarding is my team's unyielding commitment and dedication to our customers in the towns and cities we serve. I'm proud of the way my team has evolved throughout the COVID-19 pandemic, developing new ways to make it easy for our customers to find what they want in our stores, pricing it affordably and offering new and exciting items at Food Lion.

The pandemic has challenged us and caused disruption in ways we've

never experienced before. The past two years have challenged us to think differently than we have previously. We are focused on creative problem solving.

My advice for up-and-coming professionals would be several things. Be curious. Never stop learning and keep a desire to always learn and discover. Don't be satisfied with just good enough – strive for greatness. Be you. Share your authenticity because people want to know the real you. Great leaders don't get to where they are by just doing the status quo. Embrace your journey and be authentically you along the way.



Caroline Catoe

ECRS

President

Years with the company: 15

After serving in a multitude of departments and positions over the years, what I find most rewarding is being able to work with individuals across the entire company.

The most challenging part of my job is learning how to tap into the expertise of others instead of trying to be an expert in all aspects of the business.

My dad has been my biggest mentor. Watching him lead ECRS for the last 30 years has given me a wonderful toolbox that I turn to daily for guidance. There's something really special and unique about successful family business and I feel fortunate to have had the learning experience I did. Additionally, meeting experienced women in the industry and learning about how they achieved their personal and professional goals has helped me envision how I can achieve my own.

My defining moment was when I made the decision to commit my professional focus to ECRS. I want to make ECRS a great company to partner with or to work for, as well as a company that will go on to celebrate its 50-year anniversary. We all have a part to play, and you have to be all in if you want to be your very best.

Advice I'd give up-and-coming professionals? Businesses exist to serve their customers. When I'm uncertain what decision should be made, I always default to asking myself or those I'm working with: "What is going to be putting the customer first?" When you ask this question and are honest with yourself, 99 percent of the time the answer will immediately appear.



Taryn Clement

Rouses Markets

E-Commerce & Marketing Manager

Years with the company: Four

I have lead the strategy and planning of e-commerce since 2018, when the company first introduced grocery delivery. Today, I manage multiple e-commerce programs for Rouses Markets, including curbside pickup,

delivery, e-catering and digital coupons. I'm also responsible for day-to-day administration and training for these programs. I most recently launched the Rouses in-house grocery pickup program using the eGrowcery technology.

The most rewarding part of my job is seeing a program come to life from conception to execution in operations. The most challenging part of e-commerce is the ever-changing, fast-paced world of technology and with that our changing customer needs.

The Rouses' marketing team has been crucial to my professional successes. Tim Acosta has 40-plus years at Rouses in the grocery industry. When I came in green to the industry, he taught me so much with his

many years of experience. Marcy Nathan has helped me to have an open mind and to look at the bigger picture when it comes to marketing to our customers and overall strategy.

My most defining moment is going live with the Rouses Curbside Pickup App. I started working on this project in September 2020. In the middle of building this program, I went out on maternity leave and came back full force to launch it. Having a newborn and launching the biggest project of my career had its challenges balancing home and work life. But the feeling of accomplishment once it went live was worth all of the stress.



Character. Compassion. Commitment.

Tami Bronkema always puts people first, which is why she is a trusted advisor and mentor to so many of the employees at Trans-Ocean Products. As our long-time Human Resource Manager, Tami has played an integral role in helping the company grow into the seafood industry leader we are today.

Thank you, Tami, for your guidance through these challenging times and for leading the Trans-Ocean team to great success.

Congratulations!



Bellingham, WA 98225 • www.trans-ocean.com



Congratulations to all of the 2022 Women of Influence in the Food Industry!

We are proud of our women in leadership who have made significant contributions to our associates, stores, and communities.

All of us at Albertsons Companies are proud of you!



Becca Lind



Nancy Klenow



Michelle Khinder



Maria Romero



Kelsey Slough



Amber Radcliffe



Rosita Szatkowska



Tami Davis



Libby Couch-Askew

Peapod Digital Labs

Category Development Manager

Years with the company: Three

Libby leads the Peapod Digital Labs paper private label category. Prior to that, she worked for over 13 years in the CPG industry for companies such as

Hormel Foods, Campbells Soup and Kimberly-Clark.

Libby takes pride in being able to create an item in her mind and see it through to fruition on the shelf. Her current passion product involves sustainability – designing a plate made of leaves.

The defining moment of her career was going from CPG sales manager to a retailer. Most people that switch between the industries start in retail and switch to CPG. Once she took the role, she realized that both roles were centered on sales. The only difference is what she was selling, programs versus items.

Her advice to others: Believe in yourself and be true to yourself. Sometime we can be our own worst critic. We sometimes dismiss others' encouragement and being willing to take those risks is what truly drives a career trajectory.

She is involved with NEXT UP Carolinas Chapter, Rowan Help Ministries, PDL's Black Inclusion Network and its Spirituality Inclusion Network.



Ashley Cox

Utz Brands Inc.

VP of Sales – South Grocery

Years with the company: Four

The most rewarding and most challenging part of my role is diligence with time management. I work to stay focused on strategic tasks each week while also allowing ample time to support my team and customers on opportunities

that arise – which happens often in the ever-changing CPG environment.

I am blessed to have a personal and professional mentor in one person. My father, Randy Watts, spent his entire career in CPG and continues to be my North Star when I need advice on being my own best advocate, delivering compelling presentations, when to listen rather than respond and when to give it to God.

As for defining moments, I've had the opportunity several times in my career to grow into newly created roles orchestrated by two important leaders in my career, Kristen Rabon and Tim Heil.

There was a defining moment for me when Kristen called to offer me a

role with a strategic account I had been working towards for years – on my first day of maternity leave.

As for advice: Be clear about your goals. If you are over-delivering the objectives of your current role, leadership will take note and help guide you on development. But you have to be clear about where you want to land. If there is an expanded responsibility, new role or new department you have an interest in speak up – loudly and often. I am a member of the executive committee for the Utz Women's Mentoring Group.



Kelly Davis

Lowes Foods

Sr. Director of Guest Engagement

Years with the company: Eight

I am proof that careers are circular. I started in retail operations and then went to consumer insights. Along the way, I did category management, FP&A and analytics. I am now back working with consumer engagement and insights

for a retailer. Every stop has added something unique to my thought process and my approach to work.

I am also fortunate to work with a very talented marketing team. We aren't always traditional marketers, but we are scrappy and we invent things as we go along. In fact, my position did not exist when I started eight years ago.

Working with a brand like Lowes Foods makes every morning full of possibilities. I never thought I would work for a company where I could lead a group of strangers on a beer hunting expedition one week and put fire on wheels to create a portable s'mores-making experience the next. I am happy

to be recognized along with the other women in marketing who help make those things happen.

The last few years have not been easy for any of us, but we were fortunate that our geographically dispersed group has been using Zoom for years. We have found new ways to talk to consumers that in many ways are better. Seeing how our team – specifically, our local marketers in the field – has responded has been inspirational. There were plans that started and stopped with cancellations. There were long nights. But through it all, they showed awe-inspiring flexibility. Here's to a better 2022.



Joelle Dove

Daymon Worldwide

Director Business Development

Years with the company: 10

Joelle is an excellent representative of a noble leader who invests time and energy training and developing her direct team of associates. She mentors others within the company to achieve their career aspirations.

She collaborates with the entire Daymon enterprise to deliver exceptional services to retailers and the Private Brand supplier community. She leads her team to bring best in class category insights to her retail partner, helping them maximize their private brand assortment and better their return on space at shelf.

Joelle created and led her team through a new PO management process that increased transportation transparency and increased scheduling accountability, which reduced late fees and increased in-stock rates, minimizing pandemic shortage effects at shelf. Joelle's colleagues and working partners know her for her positive and determined attitude. Joelle

utilizes a strategic roadmap to remain aligned with her retail partner's goals and help them achieve their financial targets for their private brand programs. She brings a unique operational and executive perspective to strategic planning, process and private brand development.

In her spare time, Joelle helps recent college graduates design and tailor their resumes for job applications and coaches interviewing skills. Joelle has recently been a contributing writer, sharing her perspective on various topics, including omni-channel inventory management and private brand holiday assortment planning.



CONGRATULATIONS

SARAH MAY

VICE PRESIDENT OF SALES, SMART.MARKET, INC

ON BEING NAMED A 2022
WOMAN OF INFLUENCE



PROUDLY CONGRATULATES OUR
Women of Influence in Food
== 2022 ==



Kari Bailik | Kelly Davis | Anne Gooden | Brandi Goodin | Gina Iacovone
Melissa King | Heather Link | Julie Jessmon Mann | Ashley Oliver
Terri Pardue * | Jennifer Santiago | Melissa Shillinglaw | Whitney Workman *

Thank you for your leadership & dedication!

* Not Pictured



Sarah Dudan

Peapod Digital Labs

Human Resources Business Partner

Years with the company: Three

In my role at Peapod Digital Labs, the e-commerce engine of Ahold Delhaize USA, I've

had the opportunity and honor of building a strong foundation for diversity, equity, inclusion and belonging in our workplace culture.

By influencing our leaders to invest financial resources, time and people to this important area of work, the company has been able to establish and take action on key DEI goals. These goals will continue to make PDL an inclusive place to work, positively impact the employee experience and ultimately help us create better products and services for the diverse consumers that shop with the great local brands of Ahold Delhaize USA.

We have made great strides in increasing the representation of women and BIPOC employees in the STEM field. As a human resource business partner, increasing diverse representation is an area of great passion for me. I believe I have a responsibility to use my role in HR to give underrepresented groups access to opportunities they may not have otherwise had, thereby giving those individuals access to key decision-makers who determine hiring and promotions. Additionally, I take pride in fostering diverse talent through the mentoring relationships I have, developing and advocating for others.



Shannon Durham

Coca-Cola Consolidated

VP, Customer Management

Years with the company: Seven

We are the largest and only publicly traded Coca-Cola bottler in the U.S. My team of 25 and I have the privilege of selling the best branded (non-alcoholic)

beverages in the world to more than 40 grocery customers. We build beverage strategies to execute financially accretive joint business plans and deliver more than \$1.5 billion in revenue for our company.

Working with talented teammates in a complex market is the most rewarding part of my job. My team inspires me every day. The greatest challenge has been the fluidity and unpredictability of the last few years. It hasn't been easy, but we've found ways to win and for that I am grateful.

My most defining career moments have been the unscripted ones. My advice is to take the road less travelled, sometimes the job or task that no

one else wants. Say yes to risks, accept change, stay humble and get back up when knocked down.

I am also very fortunate to have had the support and encouragement of my family to follow my dreams. My parents have long been my mentors and have always led by example. I am thankful to have the opportunity to work for Coke Consolidated, a purpose-driven company and am passionate about empowering the next generation, especially female leaders.



Denise Englade

Rouses Markets

Director of Seafood

Years with the company: Eight

The most rewarding part of my job is sourcing the best seafood locally and from around the world, as well as mentoring the next generation to step into this

challenging world of seafood.

My longtime friend and mentor, Gayla Morrison, came into my life years ago. At that time, there were very few women in the seafood field in upper leadership roles. She is an independent, strong women that helped me to navigate through many situations as I tried to balance the roles of wife, mother and seafood professional. Her advice and long telephone conversations will always have a special place in my heart.

As for defining moments, there are so many to choose from. But I will go with the first time I was asked to step from the service retail side of the

seafood business and step into the support/ leadership side of the business. This was a new world that was challenging and rewarding. My advice to up-and-coming professionals is to remember to keep your mind open, always be looking to learn and always to be kind in all you do.

I am involved in my local church, where I volunteer to lead community group Bible studies with my husband and am the greeter on Sunday mornings for our service.



Karen Fernald

Food Lion

SVP, Fresh Category, Merchandising and Pricing

Years with the company: 11

I lead long-term strategy at Food Lion. In addition to celebrating our growth, time I spend with associates on their development is the most rewarding part of my role. The greatest thing I can do is invest in their career goals. I mentor

women and members of the Hispanic & Latino Business Resource Group. I encourage boldness and support them through the journey.

There were four mentors in my career who challenged and supported me. They helped build my confidence to grow as a leader. Their honest feedback was the greatest gift and that has shaped me into the mentor I am today.

A career-defining moment for me was becoming a store manager of a large store in a new market, and I had a team of more than 100. The store opened and quickly outperformed all expectations. After just two months, I knew I was in over my head. I reached out and asked for assistance hiring

and training additional associates. I learned that people were there to support me. All I needed to do was ask for help.

The current challenges of the supply chain have made business anything but usual. It's important my team feels engaged and appreciated. We keep our eyes on future growth and stay relevant for our customers.

My advice to new professionals is become comfortable with not knowing all the answers. Learn to ask for guidance. As I build teams, I surround myself with highly talented people who have diverse perspectives and experiences.



**WAY TO GO,
TERESA!**

**Congratulations on
being named one of
The Shelby's Report's
2022 Women of Influence.**

From your Johnsonville Family





Carrying on her legacy.

Carol Jenkins Barnett, the former chair and president of Publix Super Markets Charities, had a renowned passion to serve the needs of our neighbors, customers, and communities. This devotion to give back evolved from and expanded on the philosophies and philanthropic goals established for our company by her father, George Jenkins, the founder of Publix Super Markets. We honor and remember Carol by upholding her dedication to improving the lives of children and families and continuing to grow the Publix culture of service.



Dianne Galang
Daymon Worldwide

VP of New Business Development
Years with the company: 17

I am responsible for growing our customer base and providing value add services to retailers across

North America. I manage a couple of our newer retailer account teams, which have gone from zero business 18 months ago to self-standing business units and expanding rapidly. Daymon is quickly growing beyond what the industry knows us for, so it is an exciting time to be in this role.

Over the past two years, the most challenging portion of the job has been making virtual connections and building those relationships to a place they can trust you enough to partner. As most people, I had to get creative in gaining introductions and connections. On the flip side, the most rewarding

piece is seeing those relationships I have nurtured turn into actual growing businesses.

I am co-chair of our Women's ERG, where we work hard to provide members resources to tackle the tough topics of all facets of gender equality. It is so rewarding to see the feedback and impact it makes on associates' careers. I also am on the board for Women Impacting Store Brand Excellence and serve as the programming officer for NextUp (formerly NEW) Virtual Region.



Anne Gooden
Lowes Foods

Director of Brand Development
Years with the company: Seven

With over 20 years of general retail advertising, marketing and branding experience, I found (or confirmed) my love for the food industry – and especially heritage brands – at Arby's in 2006 and then further at Denny's in

2010. Those paved the way for my "home" at Lowes Foods.

Leading the creative, branding and private label for such an experiential brand has come with both trials and triumph, with the most rewarding aspect being watching design work go from conception to completion.

Whether it's an all new "Lowes Foods Original" (our concepts within our stores), an advertising campaign, or the newest private label product to hit shelves, bringing ideas to life has always been my favorite part of my career.

I've been fortunate to have several mentors along the way. Amber Brown (Arby's) gave me a voice and made me believe in myself. John Dillon

and Erik Jensen (Denny's) encouraged my leadership and sharpened my creative skills. Heather George has helped me "grab another gear" so to speak – making me rethink the impossible and challenge the status quo in everything we do. That would be my advice to up-and-coming professionals – be a dreamer. Think up the impossible and then figure out how to make it happen. As Willy Wonka said, "We are the music makers and we are the dreamers of dreams." I was a part of the Leadership Winston-Salem class of 2019. I am a member of REACH Women's Network.



Brandi Goodin
Lowes Foods

Director, e-Commerce Merchandising & Guest Experience
Years with the company: 2.5

I have the opportunity to bring our product content and enterprise initiatives to life through our Lowes Foods To Go e-commerce experience. Partnering with e-commerce

operations, we work closely together to ensure the promises we have online translate through to positive grocery pickup experiences for our guests.

In my position, I also help bring new and emerging experiences to our hosts and guests online and in-store, starting with our newest concept store in Huntersville, North Carolina. While serving as the bridge between business and IT can be challenging as we develop new capabilities, I enjoy capturing the needs – ultimately bringing people and visions together to reality.

Prior to joining Lowes Foods, I had been in product management roles focused on execution and delivery of multiple products, so adding e-commerce merchandising to my plate was a new challenge. I have

enjoyed working on merchandising strategies and tactics with our category management team. The e-commerce merchandising team reports out each month, sharing data around the effectiveness of campaigns and enhancements to our site experience so we maximize the website to its fullest potential.

I always look for new challenges outside of my role to expand my knowledge and skill set. Lowes Foods has provided unique initiatives that have allowed me to grow and teach others along the way; something I will always appreciate.



Jacqueline Hewitt
Lowes Foods

Store Director
Years with the company: Five

Being a store director/manager for Lowes Foods is incredibly rewarding as I get to work daily with a lot

of different folks from all walks of life. I get to observe their growth and help nurture it, even if retail is not their forever career.

I do not just have one mentor that has helped me along the way. It really has been several people that have inspired me along the way and I am sure that there will be several more as my career continues.

For future retail generations, remember to keep growing. We can never stop becoming the best version of ourselves. And don't sweat too many of the mistakes. You are going to make some and some will be big and some

will be small. Learn from them and move on. Don't let them drag you down. Make them be part of your journey and lift you up to heights you never imagine.

Congratulations!

We admire and appreciate your passion, dedication, and determination. Thank you, for all you do!

From your family at

Ashley Cox
VP, Sales, South Grocery

Ginger Miller
Director, Health & Benefits

Casi Brough Murren
VP, Sales & Trade Finance

CONGRATULATIONS

2022

TO OUR

WOMEN OF INFLUENCE

IN THE FOOD INDUSTRY



DIANNE GALANG



JOELLE DOVE



KIM HOFFMAN



MICHELLE ALOI



LINDSEY LOMBARD

Daymon



Kim Hoffman
Daymon Worldwide

Director of Retail Insights and Solutions
Years with the company: 13
I am fortunate to lead a highly skilled and collaborative analytics team where every day we push each other to think differently and build insights

and solutions that drive private brand forward. Working across our great company with associates who are passionate about private brand, value collaboration and represent our noble, profitable and fun mantra equates to the best job ever.
The most rewarding part of the job is the people. We are a spirited group, inspiring each other to push beyond what we think we know.
The most challenging part of the job is also rewarding – it's changing the perception of private brand. If you've never tried a private brand product, you will. It's just a matter of time.

I have had many guiding lights in my life and my career. Some offered me wisdom, while others offered me opportunity. I always listened and learned from every single one.
My defining moment was when I learned about this new analytics team being formed. I then spent the next six months contacting the director every two weeks about the job, until he hired me.
Without passion there is no drive. Without drive there is no purpose. Life is too short to live a single day unhappy. Choose wisely.



Katie Hotze
Grocery Shopii

CEO
Years with the company: Three
Katie Hotze is the CEO and founder of Grocery Shopii, a Charlotte-based tech start-up that adds personalized meal planning directly into grocer's e-commerce platforms. Her recent successes include completing a seed

capital raise of nearly \$1 million and landing a partnership with Microsoft for start-ups, which provides resources, innovation opportunities and support to Grocery Shopii.
One aspect of her role that's rewarding to Katie is Grocery Shopii's emphasis on sourcing talent from Hire Our Heros. This is a military talent initiative that connects veterans and their spouses with American businesses. Today, Grocery Shopii's team includes two retired combat veterans and one military spouse and the company is striving to increase this number.
When it comes to mentors, Katie finds inspiration from Sara Blakely, the founder of Spanx. She's motivated by her unfiltered and candid advice,

especially from a woman raising children while building a business and empowering those around her.
Katie left the corporate world in December 2018 with a notebook full of pictures of how online grocery shopping should be. Her advice for young professionals aligns with her path. Quite simply, she urges them not to be afraid of failure. She knows that when building something new, mistakes are inevitable and sometimes you need to start over. But as she says, failure is essential to innovation and leads to success.



Gina Iacovone
Lowes Foods

SVP Operations
Years with the company: One
I started my career in retail in 1984 as a cashier with BJ's Wholesale Club while attending college.

I spent 36 years and held numerous leadership roles to include general manager, regional manager, AVP operations, VP perations and finally SVP of operations. In 2021, I joined the Lowes family as the SVP of operations.



Julie Joy
Rouses Markets

Director of Beer, Wine and Spirits
Years with the company: Two
Most rewarding for me in this position is being part of this amazing company that impacts the lives of so many people in the great states of Louisiana, Alabama and Mississippi. Helping people celebrate life with food and drink

while being trusted to deliver the best products at the best price is what it's all about. I look at every item and program in our beer, wine and spirits departments as celebrations just waiting to happen; and our customers do love to celebrate.
I would say that the world is my mentor. I learn from the people around me every day. My motto is listen, evaluate and react if necessary. If you hear the same thing over and over, speed up the reaction process.
Defining moment: I was deciding between two different employment opportunities. They were on opposites sides of the country and the companies couldn't have been more different. I had worked with both of

them before and knew what I could bring to each. One was a well-oiled machine and I could jump in and be part of the machine. The other was a bit more dysfunctional but had a lot of opportunity.
I went for the dysfunctional company with the opportunity to have a greater impact on the bottom line. It was the bigger adventure and it helped to round out my skills. I have relocated three more times since then, each move/opportunity was possible because I went for the bigger adventure early in my career.
My advice is always go for the adventure, make a difference, see what you are made of as soon as you can.

Retail Business Services
A Company of Ahold Delhaize USA

Congratulations to Odile Ducatez!

We are proud and thankful for your leadership in building critical IT initiatives for the Ahold Delhaize USA local brands and support companies.

Odile Ducatez
Vice President of IT Architecture, Strategy and Data

www.RetailBusinessServices.com

[/retail-business-services](https://www.linkedin.com/company/retail-business-services)



ADUSA
PROCUREMENT

Congratulations, Peggy Krebs!

Your leadership inspires us, and your commitment to excellence fuels our ambition to be **Trusted to Always Deliver** for our retail partners and their customers up and down the East Coast.



Peggy Krebs

VP, ADvantage Program,
ADUSA Procurement

2022 WOMEN OF INFLUENCE

Peapod
DIGITAL LABS



Libby Couch-Askew

Transforming business
and work culture



Carina Machain

Leading business and
workplace wellness



Jennifer Merriman

Driving record-breaking
results in Sourcing



Amanda Kennedy

Rouses Markets

Senior Manager for Brand & Marketing Strategy

Years with the company: Seven

I oversee and manage Rouses private label design development as well as implement and maintain brand marketing programs.

The most rewarding thing for me is being involved in the development and growth of Rouses' private brand. We only create private label products when we find items we believe in and want to share with our customers. I love seeing it all come together – from that first taste-test to the label design. There is so much pressure on that label. We know you have to buy it in order to try it, so we want it to appeal to you. The process is challenging but very rewarding.

My mentors are Beverly Zarlengo and Marcy Nathan. Beverly has 35-plus years of experience in the grocery industry and has taught me so much

about the buying side of the business and development of private brands. Her knowledge and endless determination to always better our private brand offerings is so admirable.

Marcy is wildly creative and inspires me with each marketing campaign we create. Her vision for overall brand strategy keeps me motivated daily.

My advice for upcoming professionals is to never stop learning and to value the team around you. The power of we is stronger than me.



Melissa King

Lowes Foods

Director of e-Commerce Operations

Years with the company: Two

I am an operations strategist and execution expert helping Lowes Foods feed communities in areas that we serve through e-commerce channels. I find it most

rewarding to connect with people. I have this natural curiosity to seek to

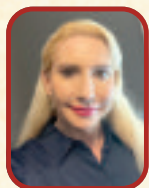
understand people and specifically how e-commerce helps ease the burden of their busy lives.

Grocery is all about food and people and don't forget the wine. Merging all of that together is a lot of fun. The challenge is that things are changing at light speed. People like stability and the world of e-commerce changes at warp speed, leaving the need for significant change management.

As for advice, being adaptable and curious have been instrumental in helping me in career development. I have been asked to do roles from store operation to human resources to e-commerce. My natural curiosity to seek to understand how all those roles impact business and impact people's

results have helped me be identified as someone that can be called upon in time of need or crisis.

My curiosity also fires and sparks great conversation and spaces where I can connect with others on everything from business challenges to how their families are. This curiosity helps to create authentic connections that foster trust – trust drives results. Being able to adapt has helped me take on those roles that I may be less comfortable with and do them while obtaining success. The world has changed and is changing so quickly. Curiosity and adaptability are vital to any leader's success.



Peggy Krebs

ADUSA Procurement

VP of ADvantage Program

Years with the company: One

I lead vendor collaboration with over 200 participating suppliers in the grocery industry. I love my job because I get to work cross-functionally with an incredible team of people who come from diverse backgrounds and

career paths.

I also get to collaborate with the supplier community that I was once a part of, working together to push through the daunting industry supply crisis with the goal to come out stronger on the other side.

I was fortunate to get to report to a female VP of supply chain over 12 years ago, before I even dreamed it was possible for me to aspire to a leadership position at that level. She challenged me to believe in my own potential and to drive for results while always maintaining compassion and humor along the way.

My defining moment was one year ago when I made the decision to

move into my first role in a retail organization after spending 30 years in manufacturing companies. While it was scary to push out of my comfort zone, it was the best thing I could have done because of how much I've learned, how my perspective on the business has expanded and how happy I am.

My advice to everyone is to take a chance on yourself, don't be afraid to try something new and do what makes you happy. You are the captain of your own ship, so enjoy the ride.



Lindsey Kueffner

Carolinas Food Industry Council

Executive Director

Years with the company: 14

I always find it rewarding when I can help grocers continue to serve their communities, whether that's

helping them overcome a regulatory hurdle or respond to or recover from a natural disaster.

Even in a pre-COVID-19 world, no two days were the same. However, there was always a precedent or a process to fall back on. Now the playbook is gone. That has been challenging.

Advice: Take on new opportunities, challenges or projects – big or small – that come your way. You're bound to learn something and that is never a bad thing.

I currently serve on the board of directors of the Food Industry Association Executives and just finished my term as PTA vice president at my sons' elementary school.



CONGRATULATIONS TO ELISA WESTLUND!

We salute you for this well-deserved recognition, to be a part of this influential list is a true honor. We value you as part of our leadership team and the contributions you make to Riteway. Congratulations on being named to the 17th Annual Women of Influence in the CPG industry.



Congratulations **LINDSEY KUEFFNER**



**2022 Woman of Influence
in the Food Industry**



Executive Director since 2012

FOOD LION

Congratulations to our Women of Influence!



Natasha Brinegar

Vice President
Category Management,
Center Store



Karen Fernald

Senior Vice President
Fresh Category,
Merchandising and Pricing



Valarie Wallace

Vice President
Communications

We count on you to bring our brand, strategy and culture to life every day.

**Heather Link****W. Lee Flowers***Director of Finance*

Years with the company: 15

I am truly honored and humbled to be selected for this prestigious recognition. I am fortunate to love my role, organization and team. The most rewarding part of my role is developing my team and guiding them to the next level of

their careers. I have had the opportunity to mentor and promote my team members over the years and it has been a joy. Seeing people become leaders and watching them grow is extremely rewarding.

The most challenging part of my job is the fast pace of retail. My goal as a leader in finance is to provide insight to the business to increase sales and manage costs. With the retail grocery industry changing so rapidly from day to day, it is a challenge to pick the few insights on which to focus that will provide the most value.

I have been very fortunate to have a lot of mentors throughout my career. The two most impactful have been Joyce Reto, former CFO, and John

Sapp, VP finance. Working with Joyce helped me understand that women in business should not be afraid to reach for the stars. Her passion and drive for work was always refreshing to watch and inspired me to reach for my loftiest goals.

John has also been a key influence for me. From teaching me to remain calm in the midst of a storm to best practices in finance, he has been a big part of shaping me into the professional I am today. I am thankful to have had both outstanding leaders as a part of my career.

**Lindsey Lombard****Daymon Worldwide***Marketing Director*

Years with the company: 16

I am responsible for strategic thought leadership and supporting my staff in all things related to

marketing, item development, analytics and insights. My career has been dedicated to helping retailers create world-class private brand programs. Over the last two decades as an industry, we have come so far toward treating private brands as the true CPG brands that they have become.

Working with Daymon is a crucial element to creating a private brand program that cannot be rivaled and one that is customized to the individual retailer's aspirations. This position is rewarding and satisfies my entrepreneurial spirit. I started with the company in its management

development program, which gave me exposure to all the areas of running a successful private brand business – category management principles, item development, importing, promotional planning, consumer insights, etc.

This program created a strong foundation for me to explore my skill set and career goals. I have since worked for five best-in-class retailers and learned from amazing industry professionals.

**Carina Machain****Peapod Digital Labs***Data and Analytics Business Integration Manager*

With a background in commercial strategy, operations and people leadership, Carina has spent the majority of her career in the grocery industry working in complex and fast-paced environments

while leading high-visibility, cross-functional projects. Carina loves helping people find solutions for complex issues using both data and creativity. Known for her optimistic attitude and big-picture thinking, Carina serves as an "in-house consultant," building relationships across the business to answer key questions leveraging D&A's data, capabilities and insights and empowering everyone to make better data driven decisions.

Carina has benefited from many mentors throughout her career, but credits Natalie Dupill, Marc Stolzman and Simon Lee at PDL for helping her

navigate the ever-changing world and demands of retail.

Her advice to up-and-coming professionals is to take time to learn what type of work gives you a sense of accomplishment. She uses herself as an example. Originally going to school to be a high school math teacher, Carina found her curiosity, passion for learning and drive to solve complex problems took her down a much different career path. While different than what she planned, she has found her experiences incredibly rewarding and fulfilling.

**Donna Madere-Dickerson****Rouses Markets***Store Director; AWG Store Director of the Year 2022*

Years with the company: Six

The most rewarding part of my job is the ability to help others strive for excellence in their positions and give them the ability to think outside the box when

building their careers.

My mentor is my husband, Mike Dickerson. Over the past 25 years, he has taught me so much about the financial side of businesses, how to make great orders as a department manager and also how to grow a strong team. He instilled in me the ability to build a strong supportive team. You must make your team feel valued. When you need a task completed, you simply ask – "Please do me a favor" or "I really need your help with..." Simple words with so much power. He has always been my biggest supporter and motivator throughout my career.

My defining moment is when a deli associate walked up to me with huge tears in her eyes, so thankful that I recognized her growth and great work. Like so many other jobs she had before, she thought all her efforts had gone unseen. This made my heart smile to make a difference in someone's life.

My advice: As the leader of an organization, it is good to be a humble leader and be a hungry leader when it comes to growing a strong foundation with your associates.

**Julie Mann****Lowes Foods***Senior Bakery Category Manager*

Years with the company: 7.5

My journey has lasted 40-plus years. Working my way up through different positions, including PT bakery closer, full-time baker, doughnut fryer, bakery manager, bakery liaison between a bakery plant and food retailer, bakery

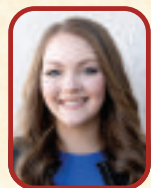
merchandise, bakery analyst, bakery category manager to senior bakery category manager.

My focus is to always give our guests the best tasting product and to be the leader among the competition. I have worked with many incredible people, from Kohl's foods, Reinhart Food Distributor, Roundy's Supermarkets (Mariano's) to Lowes Food stores. Partnering with the manufacturing community, finding quality products and helping others achieve their goals are all important to me.

I have a passion that allows me to create destinations for our guests, with items that they cannot get anywhere else. I am always searching

for items to improve what we offer and innovating items we may not have. Holding strong brand values is a part of our success. We have a neighborhood bakery that just so happens to be in a grocery store. We offer fresh baked products and square cakes decorated in-store with fresh whipped icing.

My pleasure is growing our team and watching them succeed. My wish for everyone is to be able to have fun on their journey in their careers, even in the face of failure, to be able to use that toward success. Listen, learn, continue to grow and influence others to attain their dreams.

**Sarah May****Smart.Market***VP of Sales*

Years with the company: Five

Strategizing with business owners to help grow their business, helping others within our organization and being passionate about the success of our

company has led me to my current role. In this position, I lead our sales team in the launch of a new product that is preparing to scale through key partnerships. I also help our national sales team implement new ideas through our executive management team, and partner with my colleague and mentor, Joe Moody, to help independent grocers identify who their shoppers are and how to engage with them.

The most rewarding aspect of my career is that I get to help people, whether it be a person on my team that is struggling or an independent grocery store that is competing with a big chain moving in next door. The

most challenging thing about my job is the lack of time; there aren't enough hours in the day. We all would love to have a clone button.

When I run into challenges on a day-to-day basis, I call on Joe, a partner in the grocery industry but also a wonderful mentor. Management, client strategies and personnel, he always has words of wisdom to share.

Approximately 18 months ago, it seemed as if everything clicked. It was a very defining moment in my career and it was the acquiring of confidence. My advice to up-and-coming professionals is to not doubt yourself, know how valuable you are and your potential, but stay humble.

**Hilary Mayclin****Midan Marketing***Account Director, Tyson Fresh Meats*

Years with the company: 10.5

Hilary Mayclin brings an extensive understanding of the meat industry to her role at Midan Marketing.

Since joining Midan, she has risen through the ranks to her current role as account director, grown her team nearly sevenfold and increased one client's commitment by almost 50 percent in one year.

Today, she leads a team of two dozen management professionals to deliver creative campaigns, sales materials and other integrated marketing solutions for Midan's largest client. She also brings her strategic thinking and business know-how to Midan's leadership team, which serves more than 100 team members.

Hilary is very involved in her community. She serves as a 4-H club advisor for Scott County, Minnesota, and volunteers as a church Sunday school teacher. Hilary also serves as a college of food, agricultural and environmental sciences ambassador at her alma mater, Ohio State University. A growth-oriented professional dedicated to both her Midan team and clients, Hilary makes a difference for the American meat industry each day.

**Jennifer L. Merriman****Peapod Digital Labs***Director - Fresh Sourcing*

Years with the company: 22 years with affiliate companies across ADUSA

I am accountable for leading the PDL Fresh Sourcing team, which involves partnering with the great local brands of ADUSA to leverage size and scale and drive value to

fuel the future of our fresh categories.

I find the amazing people I'm fortunate enough to connect with and learn from every day to be incredibly rewarding. I am energized by the collaborative relationships, dynamic and energetic culture and fast-paced environment of my role.

The most challenging part of my job is the relentless pursuit to anticipate the ever-changing needs of our great local brands and ensure we are positioned to exceed their expectations as a trusted thought partner.

Being offered the opportunity to lead an area of the business entirely outside of my core background/experience was a defining moment in my

career. This helped me to refine and strengthen my leadership approach and encourage others to explore opportunities outside of their comfort zone.

My advice to up-and-coming professionals is to have the courage to take risks. Be comfortable with being uncomfortable. Also, create a professional support network with key people who you can consult with and who care enough to be honest with you about development and growth opportunities, even when the message may not be easy to hear. I am a member of Network of Executive Women, Rowan County Helping Ministries and Food Lion Feeds.

**Sarah Montgomery****Applied Data Corp.***Director of Strategic Accounts*

Years with the company: 3.5

I have the privilege of managing the account executive team at ADC. My team is accountable for

solving client's fresh food operation challenges through technology and building lasting relationships that help grow their business.

It is incredibly rewarding to uncover an operational challenge our technology can solve and consult clients on best practices. I work with many inspiring individuals that encourage me and make my days extremely rewarding as well!

My biggest challenge is time. There never seems to be enough of it. My dad has been an unwavering professional mentor to me throughout

the years. I inherited my work ethic from him. He has encouraged me to challenge the size of my dreams, value the talents I bring to the table and work for people who truly admire and appreciate me.

A defining moment for me professionally was applying for my dream job at an early age and being turned down. I was devastated. I hustled, stayed the course and reapplied over a year later and landed the job. Don't give up because it's hard – keep pushing. Your break-through will come.

**Marcy Nathan****Rouses Markets***Creative Director*

Years with the company: Eight

I lead the grocery store's creative, media and public relations efforts, shaping and sharing the company's story with customers. You can see my fingerprints on everything from television commercials and the website

to in-store branding. I also serve as editor-in-chief of Rouses Magazine, a quarterly publication that has an annual readership of more than 1.2 million.

I was hired as creative director for the advertising agency for Ruth's Chris Steak House account shortly out of graduate school. One of my responsibilities as creative director was writing and producing the radio commercials for the 70-plus Ruth's Chris Steak Houses; today there are double that. Ruth was the face – and voice – of the brand. As a single mother, she had mortgaged her home in 1965 to buy a restaurant, Chris Steak House, that she saw for sale in a classified ad. I learned so much from her.

I lost everything in Katrina. We had 13 stores down after the hurricane and stores in Metairie had been looted top to bottom. I helped lead creative and public relations two years later when we stepped in to buy A&P's Southern Division and replace Sav-A-Center in markets, including New Orleans. We kept stores in neighborhoods that desperately needed them and jobs in Louisiana and Mississippi. Helping your neighbor is the most important work you can do.

**Teresa Oium-Zube****Johnsonville***Group Director, Operations*

Years with the company: 22

For the last 25 years, I've held various operations leadership positions in the meat processing industry. Since 2000, I've been an operations leader at Johnsonville. During that time, I've served as plant coordinator (plant

manager) at two manufacturing facilities and launched a new business unit called sustainable swine resources. In my current role, I lead strategy and operations of four harvest and processing plants.

It's difficult to pick just one defining moment, but an accomplishment I am especially proud of is leading the launch of Johnsonville's SSR division, which created a new revenue stream, monetizing the approximately 38 percent of porcine materials that are not used in sausage production. SSR creates business opportunities in industries such as medical, life sciences and pet food and enrichment. In addition, it reduces waste in our business and is an important part of our sustainability efforts.

I breed and show Belgian Draft Horses and French Bulldogs. I also sit on multiple boards supporting the horse industry.

**Ashley Oliver****Lowes Foods***Category Manager II*

Years with the company: Six

I'm responsible for creating category strategies and bringing them to life. To stay on trend, I'm constantly reviewing our assortment and adding new and innovative items. Though the pandemic has had an impact on new item

availability with our national brands, I've been able to leverage our private brands and original concepts to keep new and fresh products on shelf.

The support my organization gives me to be creative and think outside of the box is one of the most rewarding aspects of my current position. Rather than shying away from new ideas for merchandising I'm empowered to be innovative.

Although we may not have a traditional mentor relationship, EVP Jason Ramsey has had a huge impact on my career and development as a leader. The support he has given me in many different aspects has helped guide me to where I am today. The trust he has in me to try new strategies and

concepts has given me the confidence to really believe in myself. I know I still have a lot to learn, but am appreciative of the guidance and support I've received thus far.

A defining moment for me was about seven years ago when I thought I wanted to try something other than grocery and accepted a position with a large CPG in sourcing. I quickly realized grocery is where I belong and the career path I wanted to take.

Advice: Never be afraid to try something new. Embrace change. Set goals and stay adamant about achieving them.

**Terri Pardue****Lowes Foods***Senior Host Experience Generalist*

Years with the company: 20

I love what I do. Having an opportunity to be a part of a unique grocery shopping experience at

Lowes Foods for the past 20 years has been inspiring. I am rewarded daily when hosts are encouraged to grow into careers they never saw possible. That includes myself. I am very thankful that the organization saw something in me that I never saw myself.

In the beginning, my goal was to help hosts see their own potential and grow into a position they could benefit from in their personal and professional growth. I remember the first time I visited stores with my mentor, Don Stevenson, after being promoted into the human resource

department. I was amazed at all the lives I had touched in a positive way. That was my defining moment. I have since made it my goal to ensure each and every host has that same opportunity.

If you love change, learning new things, solving problems, helping others and being part of something so much greater, then maybe being an HR professional is your next step in the journey. This journey with Lowes Foods has been exciting and rewarding on every level.

**Marcie Pellegrin****Rouses Markets***Facility Services Coordinator*

Years with the company: Eight

I am a very family-oriented person. I love people and I never meet a stranger. Everyone becomes family at some point.

My job is rewarding in many ways. But if I must pick one, it would

be watching our department grow and how everyone works together as a team. It has been truly amazing to watch and take part in the growth of our department. Every change that has been made has been positive, which makes me look forward to the future.

The most challenging part of my job is trying to balance day-to-day tasks for each of my responsibilities. I fulfill quite a few roles in the department. With all of our moving parts, it can be very challenging – although no challenge is too much.

The person that I would consider a mentor that helped guide me along the way would be my current supervisor, Ozzie Osborne. Without his

guidance and inspiration, I don't think I would be in the position that I am in today.

A defining moment in my career was when I became an active member of the facility services leadership team and the facility services emergency response team. Being promoted and included on two very important teams in our department showed me that settling is not the option. Someone out there will always see the potential within you and that someone will help you shine.

**Carrie Quigley****Applied Data Corp.***SVP, Professional Services*

Years with the company: Eight months

Carrie Quigley leads project management, customer support and implementation for the food technology company that has products in more than 20,000 locations globally.

"The most rewarding part of my role at ADC is implementing food solutions that will provide essential goods and services during such a critical time in a more efficient and effective way," she said. "If we've learned anything during these last two years, it's that grocery stores are at the heart of our communities. This is why I am honored to help our customers deliver these essential products in a timely manner, so our communities can get through the unprecedented times together."

Quigley brings to ADC more than 25 years of retail technology experience, as she served in various leadership roles at Fortune 400 company SpartanNash. Starting her career as a software engineer and

working her way up the ranks, Quigley encourages young professionals to "give every opportunity that comes your way a shot. From working in the world of IT from a very technical aspect to taking on leadership roles that are solely focused on strategy, I would not be where I am today if I did not take every chance to learn something new. I highly encourage those entering the workforce to try something new – eventually, you'll find where your true passion lies, and you'll have more nuggets of wisdom than you could have ever imagined."

**Jennifer Santiago****Lowes Foods***Director of Marketing Communications*

Years with the company: Seven

I have the opportunity to leverage media channels, both paid and owned, to bring our brand

story to life for our guests. From billboards and radio ads to social media and streaming video, my goal is to have our brand be part of our guests' daily journey.

As marketers we face the ongoing challenge of breaking through all the "noise" that our guests face daily. It's always great to hear someone say they saw an ad that made them laugh or made them hungry and reminded them to run to our local store.

Throughout my career, I have been fortunate to work with great leaders

and visionaries. I am grateful to be a part of Heather George's team. With her guidance and leadership that supports innovation, growth and people, it certainly has been an amazing ride so far. It's fantastic to be part of a team that works cross functionally with a common vision and purpose.

For those starting out, I would say focus on your strengths and lean into them. Align with folks that are strong in areas that you are not, allowing the collective to be stronger and everyone to rise together.



Sadrah Schadel

No Evil Foods

Co-founder and CEO

Years with the company: Eight

I serve as a visionary leader who guides and inspires a passionate team to build a better food

system and a kinder world through the creation of nutrient-dense plant meat made from simple, animal-free ingredients.

To create and guide the growth of a company based on my personal commitment to animal welfare and social good – and to do so while surrounded by a team of people who dedicate their time and energy to bringing my vision to life – is the greatest honor.

As a high-growth company in a competitive category, it can be challenging to encourage focus for myself and my team, but it's critical to

maintain so that we make sound decisions aligned with our strategy and budget. There are always changing priorities and new opportunities to get excited about but that can become a distraction, so laser focus is key.

In addition to leading No Evil Foods, I serve on the board of the Plant Based Foods Association and co-chair its sustainability committee.



Gayle Shields

Southeastern Grocers

VP of Pharmacy and Own Brands

Years with the company: Five

After making the decision to immigrate from South Africa to the U.S., I'm proud of the life and career I've built in a brand-new country. I had more than 30 years of experience in the pharmacy, health care and grocery

industry, starting out with a bachelor's of pharmacy degree and an MBA. After my arrival in the U.S., I had to restart my career as a graduate pharmacy intern and work my way up to the leadership role I hold today.

In my current role, I'm responsible for providing strategic leadership and direction for SEG's private label and pharmacy teams. The most rewarding part of my job is constantly learning and being challenged, as well as being a mentor to my team and up-and-coming leaders. The past two years have been a challenging time for the pharmacy space due to the pandemic, but my team is resilient in working hard to keep our communities safe.

Additionally, I am proud to work for a people-first organization that

values diversity. I am the executive sponsor for SEG's associate resource group, African Americans F.O.C.U.S. (Fostering Organizational Culture to Unite SEG).

My advice to up-and-coming professionals would be to never stop learning, reading, questioning and keeping up with the latest industry trends. It is also important to hire people who "complete your incompleteness" and make you stronger as a team. Lastly, I believe in always having fun at work. Also, life is too short to do something you're not passionate about.



Melissa Shillinglaw

Lowes Foods

Division Director

Years with the company: Two

I am celebrating my 25th year in grocery retailing this year. I started with SuperFresh in Philadelphia as a trainee in an intern program that was designed by Saint Joseph's University and the A&P Tengelmann Group and have been in

love with grocery retail ever since.

I have had the opportunity to work with amazing individuals across five different companies who all impacted my career and leadership style. I love what I do and work hard to serve others to develop the same passion for serving their community.

My philosophy has always been to provide the best experience for all associates and guests so they, in turn, feel fulfilled and engaged. I truly believe that when people feel good about how they can contribute to their community, they excel.

I am blessed to be supported by my amazing husband, Brian. He and our daughter, Abby, support me in all I do and without their support I would not be able to do what I love.

I am currently with Lowes Foods and have the opportunity to directly impact the lives of 1,500 hosts daily. Those hosts take care of our hundreds of thousands of guests who live in our community. My passion for everyone to have a great experience with Lowes Foods drives me every day to do what fulfills me – serve others.



Jennifer Short

Southeastern Grocers

VP of Store Operations

Years with the company: 34

With more than 30 years of experience with Southeastern Grocers, I started my career as a customer service clerk at Winn-Dixie and was later promoted to various positions, including store manager and district manager.

The transition from field-based roles to leadership positions at our store support center was a pivotal change, but it was the most rewarding decision I've ever made.

Early in my career, I had a mentor who reminded me to never doubt myself or my capabilities. He motivated me from store associate to district manager, never allowing anyone to treat me differently because I was a woman. The valuable lessons I've learned from him more than 20 years ago still inspire me to this day.

In my current position, I oversee and develop strategic initiatives and provide direct support for stores to successfully execute customer-facing

campaigns. I'm also passionately involved as a board member for Join the Journey, a faith-based organization that provides micro-lending and coaching to entrepreneurs in impoverished countries.

The most rewarding part of my job is helping others reach their goals, whether it's supporting professional growth individually or providing new tools, processes or resources for store teams to achieve success.

My advice for up-and-coming professionals is to be intentional in your goal setting, define success for yourself, be willing to take risks and don't be afraid to fail because that's how you grow as a leader.



Caroline Skelton

Cackalacky

Co-Founder and CEO

Years with the company: Eight

Headquartered in Pittsboro, North Carolina, Cackalacky is a woman-owned lifestyle brand that specializes in regionally inspired sauces, nuts, coffees,

beer, merchandise and apparel. I'm married to my college sweetheart, Page Skelton, and together we are the proud parents of a teenage son who has strong aspirations for the grocery business.

Together with my husband, son, and our strategic partnerships with Cheerwine, Biscuitville, Spartanburg Meat Processing Co. and Tobacco Wood Brewing Co., Cackalacky is a formidable player in the grocery and specialty foods industry in the Southeastern U.S.

The most rewarding parts of my work are using our family business as an educational tool for our teenage son, as well as seeing the positive impact

that our brand has on our customers and local community.

I had the great fortune of having my mother-in-law, Susie Skelton, as a mentor and leadership coach. Susie was the living embodiment of grit and grace. I often reflect on my invaluable firsthand experiences with her and how she taught me to lead by example and to always have a positive attitude and "get-along."

I'm a member of: SFA; NCSFA; Got To Be NC; CFIC; NCRLA; KCBS; WUNC Public Radio; and the United Way.



Rebecca Vukelich

Advantage Solutions

Regional Business Manager

Years with the company: 24

I have experienced all the dramatic changes we have witnessed in the food industry. I started my

career as a shareholder in a local Wisconsin food broker, served as member of the executive committee of the regional operations in the process of growing to the premiere national organization of Advantage Solutions.

I have worked with some of the best CPG companies in the industry on the development and introduction of new items and brands across the Midwest market, creating the advertising and market programs with our customers, driving sales volume and the consumption and brand loyalty of the consumers.

The greatest aspect of my career has been the relationships built within my own organization, the customers and clients we serve within Advantage Solutions. Many of the brightest and best in the industry have served me as leaders and mentors.

Among other activities, I am a member of the Network of Executive Women, Women's Interactive Network-Advantage Solutions/DEI and a board member for the Wisconsin Food Brokers Association.



Valarie Wallace

Food Lion

VP of Communications

Years with the company: Three

I lead internal and external communications and support the company's brand, strategy and culture. My team and I are strategic storytellers who protect and elevate Food Lion's corporate reputation with our associates, customers and

communities.

It is rewarding to see how stories we tell and communications we deliver show our customers the many ways we nourish their families. Similarly, our communications educate, engage and inspire Food Lion's 82,000 associates to continue delivering business results. I love to see my team members grow and develop as I push them to excel. My goal is for them to realize the greatness I see in them.

I feel fortunate to have worked with many inspiring leaders over the years. Many were my mentors without even knowing it. I observed their leadership style and the impact it had on others. I soaked in their words

of wisdom and embraced the coaching they provided. At the same time, I modeled behavior that inspired me.

One defining moment I carry with me is a leader telling me to take my seat at the table. I was going to sit in the back of the room and listen to the conversation. She encouraged me to join her and other senior leaders at the conference table, letting me know my voice mattered.

My advice: Choose to have a positive attitude no matter the circumstance. Listen to feedback and use it to help you get even better. Know that mistakes are the best moments to learn.



Elisa Westlund

Riteway Sales & Marketing

Executive VP Marketing and Technology

Years with the company: 10

Elisa Westlund is responsible for leading Riteway's analytics and technology teams across the organization; ensuring the company delivers seamless

insights in partnership with sales while also developing the future leaders of our company. When thinking back on her career, she credits her father for most of her mentoring as she watched him lead and manage obstacles and changes throughout his 30-year career.

At Riteway, founder Jim Hall has also been a mentor, encouraging her to try new innovations and enabling her to execute new ideas over the past 10 years.

A pivotal moment in her career was 10 years ago when she had the choice to continue her career in sales or shift to marketing and category

management. Elisa's boss at the time, Winston Lowe, asked her one key question, "Where do you see the most opportunity to effect change and be challenged?" That question led Elisa to where she is today.

Twenty years ago, after graduating from USF with a bachelor's degree, she had little to no knowledge of the CPG industry and today she enjoys the challenge of adapting new technology solutions that enhance our culture of insights driven growth. She said, "I'm honored to be part of this organization and look forward to continuing to help shape the direction and growth of the company."



Stacy Wiggins

Rouses Markets

Regional VP of Operations

Years with the company: One

I have been in the grocery industry for 30 years, working my way from a PT cashier to current role. I held many roles in between from assistant manager to VP of e-commerce operations. Every role has taught me one key thing, "If

you take care of the people, they will also take care of you."

The most rewarding thing throughout my career has been to see others grow and succeed at something they never thought they could. The most challenging thing is it takes time to get all team members to trust that you are there to help, support, teach and develop. And also that all decisions are made with both the people and the company in mind.

I have had many mentors along the way, but one really stands out. His name is Mark McGowan.

Mark allowed me to make mistakes but was there to help me understand what went wrong and how to work through the solution. Mark showed me

what I believed all along, that no matter what is going on, how big or small the problem, be there for the people.

Mark was the type of mentor who was honest with his feedback to truly help me grow and develop. Of all of the leaders that I have worked with/for, Mark is the one that I trust and respect the most. He would be the first one I would call for advice because he still to this day makes it a learning experience.

Throughout my career, I have seen others try to change who they are to please leaders. It is so important to stay true to yourself because you are the reason the people do what they do.



Whitney Workman

Lowes Foods

Store Director

Years with the company: One

With over 15 years of grocery management experience and five years as a store manager, one could say I have a passion for the grocery industry.

I have grown among various companies that have shaped me into today's

leader.

In this industry, I seek to work for a company that takes pride in putting its customers first. I believe that customers are the utmost priority and it is evident that Lowes Foods takes pride in the community its consumers are part of. Customers deserve a distinctive shopping experience paired with the best local and homegrown products.

I have had many mentors along the way, but Richie Ely significantly impacted me. He temporarily placed me in a management role and allowed me to discover my true passion. During my leadership training, he continued to encourage, shape and develop me into an impactful store leader. I will

forever be thankful to him for helping me recognize potential I didn't even see in myself.

If I had to advise up-and-coming professionals, I would say that your passion for people has to be the heart of everything you do. The most important thing to remember is to acknowledge, build up and appreciate your colleagues. Take the time to build relationships and eventually they, too, become family. Lastly, don't ever think your role is unimportant; serving the community and knowing that what you do helps them give back to their own families truly makes this field remarkable.



Shelby Publishing is expanding our popular Women of Influence section from the Northeast to the other four regions of the nation. Look for the following outstanding female leaders from across the country to be featured in our upcoming May editions...

MIDWEST

Stacy Bowen
Lauren Cook
Jennifer Danby
Heather DeLuca
Kindl Furtak
Janice Honigberg
Anna Mancini
Emily Most
Sarah Nesci
Molly Sullivan
Andrea Teal
Donna Tweeten
Justyne Uribe
Georgia Van Gundy
Kristin Williams
Ozlem Worpel

SOUTHWEST

Kathryn Amatriain
Michelle Clark
Scharlanne Crozier
Chelsi Drosche
Tracy Frisbie
Rachel Gee
Bridget Grabowski
Kathy Grayson
Stephanie Herrington
Elisabeth Holzheuser
Suzanne Lowrance
Sandra Miller
Theresa Motter
Sara Myers
Rachael Profili
Sheri Rains
Regina Roberts
Monica Schierbaum
Nora Sessions
Jill Sumpter

Charlotte Weller
Latasha Woodard

NORTHEAST

Felis Andrade
Elaine Arnold
Jacqueline Blount
Rhonda Cain
April Carchietta
Carol Carlson
Jessica Carpenter
Erin Carter
Mia Cellucci
Paula Colatratio
Lisa Coleman
Jessica Convery
Diane Couchman
Joanna Crishock
Stacey Dauplaise
Michelle DeLucca
Chelsea Deputy
Kellie DiLoreto
Christina DiPietro
Ely Doval
Odile Ducatez
Keely Dzuiban
Nancyanne Fama
Stacy Fleishaker
Molly Fleming
Marcie Gencarelli
Alyssia Greene
Molly Greenwood
Kelli Hall
Leslie Jefferson
Dana Kelly
Courtney Kwartler
Lisa Lessard
Mitzi Lewis
Aileen Luppino

Liz Chace-Marino
Michele Martell
Jackie Mayer
Maggie McLaughlin
Brittany Menyo
Katie Merrill
Ginger Miller
Ryen Mills
April Mock
Jennifer Mohrlein
Katie Murphy
Casi Murren
Miriam Ort
Kelly Paolangel
Brandi Petway
Karin Picard
Megan Salmon
Kristin Schillaci
Jennifer Scott
Cortlyn Slanina
Deborah Slomkowski
Johneice Smith
Stevie Smith
Yesim Smith
Cassandra Squeri
Jennafer Tamburri
Shannon Tobey
Kristy Vigil
Cynthia Volk
Jessica Yarmaloff
Erika Young

WEST

Misty Abella
Deborah Alexander
Tami Bronkema
Katrina Brooks
Rebecca Calvin
Erin Carter

Stephanie Corrales
Tami Davis
Ginny Diaz
Whitney DeMille
Molly Fleming
Sheila Fletcher
Isabel Garcia
Cait Gunderson
Katherine Hansmann
Sally Hernandez
Carolyn Hotchkiss
Carol Andrea Huang
Janica Jesson
Dawn Kelley
Michelle Khider
Nancy Klenow
Peggy Krebs
Tiffany La
Pamela Leon
Becca Lind
Mari Mani
Eureka McCrae
Lynn Melillo
Donna Mendes
Hana Meyers
Susanna Mkrtchyan
Jennifer Pelayo
Belinda Permenter
Amber Radcliffe
April Rice
Maria Romero
Ashley Shick
Kelsey Slough
Rosita Szatkowska
Kathy Talamante
Ashley, Torrijos
Leticia Trinidad Tirado
Elva Vivas
Olivia Whelly