



NEWS RELEASE

Defense Commissary Agency

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New DeCA East director announced

*By Rick Brink,
DeCA East public affairs officer*

FORT LEE, Va. – Rogers E. Campbell, a former vice president and chief marketing officer of a worldwide automotive retailer associated with the U.S. military exchange system, is the new director of DeCA East, one of three regional operating elements of the Defense Commissary Agency.

In making the announcement for this Senior Executive Service position, DeCA Director and CEO Philip E. Sakowitz Jr. noted that it is the first time in DeCA's 19-year history that an "external candidate" – someone outside of federal government service – has been selected for one of DeCA's six SES positions.

"Rogers comes extremely well-qualified for the job as overseer of DeCA's top-selling region," Sakowitz said. "He brings a depth and breadth of successful business, marketing, management and coalition-building experience that dovetails nicely with our ongoing efforts to strengthen and improve the commissary benefit for all our eligible patrons.

"He successfully passed all phases of the rigorous SES selection process, which includes a review by the Office of Personnel Management's Quality Review Board," Sakowitz added. "So it is with great pleasure that I welcome Rogers to the public service arena and to DeCA, and I look forward to working together with him."

Campbell's career spans more than 30 years, associated with selling and marketing various consumer goods. A former Army captain, he holds a master's in business administration,

with an emphasis in finance, from Rutgers University, N.J., and a bachelor's in marketing management from Saint Peter's College, N.J.

From 2004 to 2008, as vice president and chief marketing officer of Overseas Military Sales Corporation, Campbell led the marketing, sales planning and merchandising of the new car sales programs for both the Army and Air Force Exchange Service and the Navy Exchange Service Command. He directed OMSC's marketing efforts on 120 military installations in 30 countries and aboard U.S. Navy ships through NEXCOM's Ship's Store organization.

Campbell's career highlights include: president of Marketcorp International, a marketing consulting firm he founded; senior director of marketing for Nabisco Foods Group; and marketing director of global new products for Schering-Plough Corporation. He began his consumer packaged goods career at General Mills.

"DeCA East has been ably managed for several months by former acting director Bob Vitikacs and by Donna Willis, who took over as acting director following Bob's retirement in December. They've done a superb job and they both have my sincere gratitude for keeping the region in great shape for Rogers to take the helm," Sakowitz said. "His (Campbell's) career path shows that he is a winner with a proven track record, and we're going to benefit greatly from all he's bringing to us in terms of effective leadership that gets results."

- DeCA-

About DeCA: *The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings worth about \$3,300 annually for a family of four. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America's military and their families, and help recruit and retain the best and brightest men and women to serve their country.*