



Biography

DEFENSE COMMISSARY AGENCY
1300 E Avenue, Fort Lee, Virginia 23801-1800

Tracie L. Russ Director of Sales

Tracie L. Russ is director of sales for the Defense Commissary Agency, headquartered at Fort Lee, Va. She is responsible for nearly \$6 billion in annual sales, overseeing DeCA's category management business units, and the extensive marketing and merchandising programs for an agency that has more than 240 stores located in 13 countries worldwide. Her other responsibilities include DeCA's catalog master file, store resets and planograms, and business analytics.

Ms. Russ assumed her current role in August 2014 after serving as the deputy director of sales. Prior to that, she served from 2012 to 2013 as the director of business development, where she provided direction and insight on key shopping trends and developed, coordinated and implemented plans to increase business and capture new opportunities to target and attract various customer segments.

From 2008 to 2012, Ms. Russ served as the executive officer to DeCA's deputy director. In that position, she provided direct support to the agency deputy director by assisting in management and direction of line and staff programs and activities and providing authoritative advice and recommendations with in-depth analysis of key operational, management and administrative programs and systems. She also assisted the deputy director in planning, evaluating, integrating and coordinating activities from internal agency directors, division chiefs and regional directors as well as actions from the Department of Defense, stakeholders and industry partners.

Ms. Russ began her civil service career in 1985 as a part-time sales store checker. In 1991, she entered the commissary career program as a grocery department manager. She subsequently served in various positions within the commissary system, including many special projects at headquarters and region level.



CAREER CHRONOLOGY

2013 - 2014, Deputy Director of Sales, DeCA Headquarters, Fort Lee, Va.
2012 - 2013, Director of Business Development, DeCA Headquarters, Fort Lee, Va.
2008 - 2012, Executive Officer to the Deputy Director, DeCA Headquarters, Fort Lee, Va.
2008 - 2010, Acting Chief, Headquarters Support Office, DeCA Headquarters, Fort Lee, Va.
2006 - 2008, Executive Assistant, Headquarters Support Office, DeCA Headquarters, Fort Lee, Va.
2005 - 2006, Supervisory Commissary Management Specialist, DeCA Headquarters, Fort Lee, Va.
2003 - 2005, Commissary Management Specialist, DeCA Headquarters, Fort Lee, Va.
2001 - 2003, Store Director, Keesler Air Force Base, Miss.
2000 - 2001, Store Administrator, Mannheim, Germany
1998 - 2000, Store Director, Menwith Hill, United Kingdom
1996 - 1998, Assistant Store Manager, Lakenheath, United Kingdom
1991 - 1996, Grocery Department Manager, Whiteman Air Force Base, Mo.
1987 - 1991, Sales Store Clerk, Whiteman Air Force Base, Mo.
1985 - 1987, Sales Store Checker, Whiteman Air Force Base, Mo.

AWARDS AND HONORS

DeCA Meritorious Civilian Service Award, 2011
DeCA Superior Civilian Service Award, 2007, 2009
Department of the Air Force Award for Notable Achievement, 1987

(Current as of August 2014)