



# Biography

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

## **Bonita Moffett** **Director of Sales and Interim Director of Marketing**

Bonita Moffett is the director of sales for the Defense Commissary Agency, responsible for nearly \$5 billion in annual sales, overseeing DeCA's category management business units, and the extensive marketing and merchandising programs for an agency that has nearly 240 stores located in 13 countries worldwide. Her other responsibilities include DeCA's catalog master file and business analytics.

Ms. Moffett assumed her role as sales director in January 2021 after serving as the director of DeCA's East Area since January 2017. In that position, she oversaw 48 commissaries in 13 states from New England to the mid-Atlantic, including the District of Columbia and Puerto Rico.

Ms. Moffett is also the interim director of marketing for the Defense Commissary Agency, headquartered at Fort Lee, Va. She is responsible for conducting and overseeing marketing operations and all special studies or projects having significant impact on corporate marketing philosophy and operations. She provides daily liaison on all marketing matters for nearly 240 commissaries in 13 countries. She was detailed to this position effective March 7, 2021. In this assignment, Ms. Moffett oversees all marketing program resources related to the following directorate functions: pricing, resets/planograms, promotions and patron awareness, branding, consumer advocate, social media, nutrition/health and well-being, store layout and merchandising, marketing and promotions.

Ms. Moffett previously served from 2013 to 2017 as chief of the store operations division in DeCA's Store Operations Group.

In 2017, she was selected as one of Progressive Grocer's Top Women in Grocery following her nomination as a "Rising Star" by industry partner SpartanNash.

Ms. Moffett's commissary career began in 1979 as a troop support specialist with the U.S. Air Force Commissary Service (AFCOMS) at Little Rock Air Force Base Commissary, Arkansas. She has served in stateside and overseas locations and her career is highlighted by a series of progressively responsible assignments.



### **CAREER CHRONOLOGY:**

January 2021-Present, Director of Sales, DeCA Headquarters, Fort Lee, Virginia

2017-2021, DeCA East Area Director, DeCA Headquarters, Fort Lee, Virginia

2013-2017, Chief, Store Operations, DeCA Store Operations Group, Fort Lee, Virginia

2012-2013, Commissary Management Specialist, DeCA Store Operations Group, Fort Lee, Virginia

2008-2012, Private Industry

2006-2008, Chief, Corporate Operations Group, DeCA Headquarters, Fort Lee, Virginia

2004-2006, Executive Assistant, Corporate Operations Group, DeCA Headquarters, Fort Lee, Virginia

2002-2004, Consumer Advocate, DeCA Headquarters, Fort Lee, Virginia

1999-2002, Commissary Management Specialist/Store Planner, DeCA Headquarters, Fort Lee, Virginia

1995-2002, Private Industry

1979-1995, Active Duty Airman/Retired, U.S. Air Force Commissary Service

*(Current as of March 2021)*