



Biography

DEFENSE COMMISSARY AGENCY

1300 Eisenhower Avenue,
Fort Gregg-Adams, Virginia 23801-1800

Michael M. Pfister **Director, DeCA Central Area**

Michael M. Pfister is director of the Defense Commissary Agency (DeCA) Central Area with oversight of 58 commissaries divided into six zones and located in 17 states spanning from Wisconsin and Michigan in the North; Nebraska, Kansas, Oklahoma and Texas in the Midwest; and Florida and Louisiana in the South. The area's annual sales are nearly \$1 billion. His selection is effective March 26.

Prior to being selected Central Area director, Mr. Pfister had served since 2021 as chief of the promotions division for DeCA's Sales Directorate, where he managed tactical sales and marketing store support for the agency's 236 commissaries configured under five area offices, 26 field zones in 46 states, 13 countries and two U.S. territories, driving over \$4.4 billion in sales and nearly 65 million customer transactions. In this position, he led the promotions division through a series of transformational initiatives that included establishing a known value item (KVI) program, program management of the scholarship program, changed the promotions decision to data-driven and launched the first "Buy One, Get One Free" (BOGO) program.



From 2018 to 2021, Mr. Pfister served as chief of the perishable division for the Store Operations Group, where he provided tactical and strategic leadership in support of all perishable operational requirements for all commissaries. He managed the centralized program that provided standard meat processing and consistent pricing for all stateside stores. Mr. Pfister also developed and implemented DeCA's popular Power Meat Box, Combo Pack and Sub Primal programs. In a collaborative effort with the Sales Directorate, he also launched the agency's first ever zone-level produce training for multiple stores.

As a lead commissary management specialist from 2013 to 2018, Mr. Pfister provided strategic planning, operational development and execution oversight for Store Operations. In this role, he also served as the program manager for all new store grand openings worldwide.

Mr. Pfister also led a multi-functional coalition that successfully developed all business plans on the execution and expansion of DeCA's Push Promotion Program to all stateside commissaries. Through push promotions, stores expand the visibility of products to better influence the customers' purchasing decision. This program helped the agency improve its overall patron savings posture and incremental sales by \$202 million in savings and 90.4 million in sales in FY 2014, and \$353 million in savings and \$167 million in sales in FY 2015, and \$384 million in savings in FY 2016.

Mr. Pfister began his civil service career with DeCA in 2001, where he proceeded to advance in responsibility through various levels of commissary management.

CAREER CHRONOLOGY

2021 - 2023, Chief, Promotions Division, Sales, Marketing and Logistics Group, DeCA Headquarters, Fort Lee, Va.
2018 - 2021, Chief, Perishable Division, Store Operations Group, DeCA Headquarters, Fort Lee, Va.
2013 - 2018, Lead Commissary Management Specialist, Store Operations Group, DeCA Headquarters, Fort Lee, Va.
2011 - 2013, Commissary Management Specialist, Store Operations, DeCA Headquarters, Fort Lee, Va.
2009 - 2011, Commissary Management Specialist, Performance and Policy, DeCA Headquarters, Fort Lee, Va.
2001 - 2010, Various Commissary Management positions

AWARDS and DECORATIONS

2020, Superior Civilian Service Award
2017, Superior Civilian Service Award

(Current as of June 2023)