



Biography

DEFENSE COMMISSARY AGENCY

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

Norman E. Brown **Director of Marketing**

Norman E. Brown is director of Marketing for the Defense Commissary Agency. In this position, he is responsible for conducting and/or overseeing the worldwide marketing operations and all special studies or projects having significant impact on corporate marketing philosophy and operations. He provides day-to-day liaison on all marketing matters between the HQ and its worldwide chain of 235 commissaries in 13 countries. He was selected to this position effective May 2, 2021.

In this assignment, Mr. Brown oversees all marketing program resources related to the following directorate functions: patron awareness, branding, consumer advocate, social media, marketing and business analytics.

Mr. Brown had previously served since 2013 as area director for DeCA Europe, one of the Defense Commissary Agency's five area operating elements, headquartered at Kapaun Air Station, in Kaiserslautern, Germany. He was responsible for 33 commissaries in 10 countries and five time zones.

Mr. Brown has also served as executive officer to the Defense Commissary Agency director (2006-2009 and 2011-2013). He provided the agency director with authoritative advice and recommendations on line and staff programs with in-depth analysis of key operational, management, and administrative programs and systems. He assisted the DeCA director in planning, evaluating, integrating and coordinating activities from internal agency directors, division chiefs and directors as well as actions from the Department of Defense, stakeholders and industry partners. During his commissary career he has served in an extensive variety of leadership positions in the field, region and headquarter functional areas.

Mr. Brown was a noncommissioned officer in the United States Air Force where he spent 10 years working for the Air Force Commissary Service and the Defense Commissary Agency. He left active duty in 1995 and has since worked for the military commissary system as a civil service employee.

EDUCATION

2015, California Coast University, Master of Business Administration in Marketing, Santa Ana, Calif.

2012, California Coast University, Bachelor of Science in Business Marketing, Santa Ana, Calif.

2005, Federal Executive Institute – Center for Executive Leadership

1992, NCO Leadership School, United States Air Force, Chanute Air Force Base, Ill.

AWARDS

2017, Meritorious Civilian Service Medal

2010, Meritorious Civilian Service Medal

2007, Meritorious Civilian Service Medal

1995, Superior Civilian Service Medal

NCO Intermediate Enlisted of the Year 1991, DeCA Central Region, Scott Air Force Base, Ill.

CAREER CHRONOLOGY

2013 - 2021, Area Director, DeCA Europe, Kapaun Air Station in Kaiserslautern, Germany

2011 - 2013, Executive Officer to the Defense Commissary Agency Director, DeCA Headquarters, Fort Lee, Va.

2010 - 2011, Director of Workforce Development, DeCA Headquarters, Fort Lee, Va.



2006 - 2009, Executive Officer to the Director, Corporate Operations Group, DeCA Headquarters, Fort Lee, Va.
2004 - 2005, Executive Assistant, Corporate Operations Group, DeCA Headquarters, Fort Lee, Va.
2003 - 2004, Store Director, Langley Air Force Base and Fort Monroe, Va.
2003 - 2003, Store Director, Naval Station Norfolk, Va.
2001 - 2003, Executive Officer, Eastern Region, Virginia Beach, Va.
1997 - 2001, Chief of Store Operations, Northern Area, Fort Meade, Md.
1996 - 1997, Commissary Officer, Norfolk Naval Shipyard, Portsmouth, Va.
1995 - 1996, Commissary Officer, Rock Island Arsenal, Ill.
1993 - 1995, Troop Support Manager, Incirlik Air Base, Turkey
1990 - 1993, Store Manager, Scott Air Force Base, Ill.
1989 - 1990, Grocery Manager, Scott Air Force Base, Ill.
1988 - 1989, Troop Support Manager, Andersen Air Force Base, Guam
1984 - 1988, Subsistence Operations Specialist, Keesler Air Force Base, Miss., AFCOMS, Delta Gulf Region, Maxwell Air Force Base, Ala.
1984 - 1995, Active duty military, U.S. Air Force.

(Current as of May 2024)