



## *Biography*

### DEFENSE COMMISSARY AGENCY

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

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## **Jim Flannery** **Chief Transformation Officer, Grocery Operations**

Jim Flannery is the Defense Commissary Agency's chief transformation officer, grocery operations, for a global agency, with annual sales exceeding \$4.4 billion that employs more than 14,000 people at 235 commissaries. His appointment was effective Sept. 30, 2020.

As DeCA's chief transformation officer, Mr. Flannery advises DeCA leadership on reform issues across the enterprise, working with and directly for the agency director to develop high quality business strategies and plans. He is also entrusted to build relationships of trust with key partners and stakeholders, to include suppliers, manufacturers, and distributors, to help DeCA position itself to take advantage of industry and consumer shopping pattern changes.

Mr. Flannery is the lead executive in implementing the Community Services Reform transformation plan according to the business case analysis presented by the Office of the Chief Management Officer. He also oversees operations and business activities to ensure they are consistent with the overall strategy and mission of the agency.

Prior to DeCA, Mr. Flannery was the CEO of SummitVentures LLC, a Consumer Products consultancy focused on helping brands grow their business by building consumer and trading partner trust.

Prior to starting SummitVentures in 2019, Mr. Flannery was Senior Executive Vice President at the Grocery Manufacturers Association (GMA). He was responsible for GMA's overall Member Value Creation efforts and had primary responsibility for developing and implementing collaborative relationships, initiatives and programs with retailers and their trade associations across all retail channels.

Mr. Flannery led the consumer products industry's effort to improve the product recall process, standardize product code dating nomenclature to reduce food waste and developed and launched the SmartLabel® transparency initiative, which enables consumers to get access to information about hundreds of attributes on thousands of food, beverage, personal care, household product and pet care products. Mr. Flannery is currently leading the expansion of SmartLabel into Canada.

Mr. Flannery joined GMA in 2013 after 36 years at Procter & Gamble (P&G), where he most recently served as Managing Director, Customer Development, P&G Global Operations. Prior to that position, Mr. Flannery was Director, Global Customer Marketing, from 1998 to 2003 and had responsibility for P&G's industry-wide commercial collaboration efforts and the internal capabilities required to deliver them.

While at P&G, Mr. Flannery held volunteer leadership positions at GMA, the Food Marketing Institute, ECR-Australasia and ECR-Asia, and played an instrumental role in the creation of the Consumer Goods Forum. In 2010, he was the first manufacturer ever to be awarded the FMI "Friends of the Industry" Founders Award at this retailer's Associations Annual Executive Conference.

Mr. Flannery remains active outside work playing and coaching baseball and ice hockey. In 2008, he and his coaching staff were named the Cincinnati Area Hockey Association High School Coach of the Year.

#### **EDUCATION**

Bachelor of Arts, Human Resources Management, Upsala College, East Orange, New Jersey. (1977)

#### **CAREER CHRONOLOGY**

2019 - 2020, CEO of SummitVentures LLC (Colorado)

2013 - 2018, Senior Executive Vice President, Grocery Manufacturers Association (GMA), Washington D.C.



2003 - 2013, Managing Director, Customer Development, P&G Global Operations, Cincinnati, Ohio

1998 - 2003, Director, P&G Global Customer Marketing, Cincinnati, Ohio

1994 - 1998, Director, Customer Business Development, Australasia; and Customer Marketing, Asia for P&G, Sydney, Australia

1987 - 1994, Associate Director, Food/Beverage Division, Cincinnati, Ohio

1977 - 1987, Responsibilities at P&G began in U.S. soap and detergent and food and beverage businesses

culminating in various positions: Sales Representative (Boston, Massachusetts), Unit Manager (Sacramento, California), Sales Merchandising (Cincinnati, Ohio), District Manager for Beverages (San Francisco, California)

*(Current as of May 2024)*