



Biography

DEFENSE COMMISSARY AGENCY

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

Robert B. Culbreth **Director of Sales, Non-Fresh**



Robert B. Culbreth is the Defense Commissary Agency's Director of Sales, Non-Fresh within the Sales, Marketing and eCommerce Group. This selection was effective February 9, 2025.

In this position, Mr. Culbreth manages DeCA's non-fresh (grocery food, non-food, dairy, frozen) category management, merchandising, promotions and private label programs that support the agency's worldwide operational mission.

In his previous position dating back to June 2022, Mr. Culbreth served as Deputy to the Executive Director of Sales, Marketing and eCommerce Group, serving as an expert advisor to senior leadership on matters involving the Sales Marketing and eCommerce Group and various commissary system support functions.

From July 2020 to June 2022, Mr. Culbreth served as the agency director's Executive Officer, where he assisted the director in planning, evaluating, integrating and coordinating activities from internal agency executive directors, area directors and directorate heads as well as actions from the Department of Defense, stakeholders and industry partners.

From February 2017 to July 2020, Mr. Culbreth served as a management and program analyst in the Business Analytics Division of the Sales Directorate. There, he used data from multiple sources and data marts to analyze, produce metrics, evaluate and report performance on all aspects of sales, supply chain and multi-channel initiatives.

During his three-year tenure with the Sales Directorate, Mr. Culbreth also served as acting chief of the business analytics division from January 2019 to March 2019, where he managed a team of strategic and tactical enterprise analysts. His analysis has been key to DeCA's implementation of several initiatives including the expansion of commissary privileges to disabled veterans. His work with DOD's Military Compensation and Family Policy office fostered a better understanding of the Supplemental Nutrition Assistance Program (SNAP) usage in commissaries. The information was needed for the White House-mandated Quadrennial Review of Military Compensation.

Mr. Culbreth's commissary career began in 2006 as a store associate at the Langley Air Force Base Commissary in Virginia. There he worked a variety of duties in the meat, grocery, produce, warehouse and front-end departments. From 2009 to 2012, Culbreth joined the Student Career Experience Program (SCEP) at Langley, where he received management-level training on all aspects of commissary operations.

In 2012, Mr. Culbreth moved to DeCA headquarters as a management analyst in the business development directorate. For the next five years, he served as a business analyst, where one of his major initiatives included managing the emerging demographics and ID card scanning program.

EDUCATION

Old Dominion University, Bachelor of Science degree, Decision Sciences, focus on business analytics, Norfolk, Virginia

CAREER CHRONOLOGY

2022 - 2025, Deputy to the Executive Director of Sales, Marketing & eCommerce Group, Fort Gregg-Adams, Virginia (*installation was previously known as Fort Lee before being renamed in 2023*)

2020 - 2022, Executive Officer to the DeCA Director, DeCA Headquarters, Fort Lee, Virginia

2017 - 2020, Management and Program Analyst, Sales Directorate, DeCA Headquarters, Fort Lee, Virginia

2012 - 2017, Business Analyst, Business Development Directorate, DeCA Headquarters, Fort Lee, Virginia

2012 - 2012, (January-October) Management Analyst, Business Development Directorate, DeCA Headquarters, Fort Lee, Virginia

2009 - 2012, Store Associate in Student Career Experience Program (SCEP), Langley Air Force Base, Virginia

2006 - 2009, Store Associate, Langley Air Force Base, Virginia

(Current as of March 2025)