



DEFENSE COMMISSARY AGENCY
HEADQUARTERS AND SUPPORT CENTER
1300 EISENHOWER AVENUE
FORT LEE, VIRGINIA 23801-1800

December 15, 2025

NOTICE TO THE TRADE – DeCA NOTICE 26-22

SUBJECT: DeCA Sales, Marketing, and eCommerce Organization

The purpose of this notice is to inform Industry of the reorganization of the DeCA Sales, Marketing, and eCommerce Organization. Before we discuss the specifics, it is important to recognize that DeCA remains firmly committed to progress and innovation. This year presented a unique opportunity to rethink our structure and processes, ensuring we operate with greater efficiency and adaptability to better serve our patrons. Together, we remain dedicated to serving our patrons and upholding DeCA's mission to provide exceptional value, including the continued savings. Let us embrace these changes with confidence and look forward to a future filled with growth and shared success.

Transition is already underway, but effective January 1, 2026 the following organization changes will be implemented.

- At the Directorate level:
 - Omni-Channel - Marketing and eCommerce Directorate (MSO) will stand up from the previous Marketing and eCommerce Directorates and onboard a Director for that new unified team.
 - Fulfillment and Field Support Services Division (MSOF): Tanya Cooksey
 - Marketing Division (MSOM): Jennifer Ferrell
 - Patron Awareness Division (MSOP): Dr. Frank Hart
 - Sales, Fresh Directorate (MSF): Bonita Moffett
 - Fresh Prepared Foods Division (MSFF): James Taylor
 - Meat and Seafood Division (MSFM): Jason White
 - Produce Division (MSFP): TBD
 - Sales, Non-Fresh Directorate (MSN): Robert Culbreth
 - Non-Food Division (MSNN): Darrell Clary
 - Chill/Freeze Division (MSNC): Jessica Stables
 - DSD + Food Division (MSND): Todd Heasley
 - Food Division (MSNF): TBD
 - CSB/Special Programs Division (MSNP): Scott Daly
 - Resets and Planograms Division (MSNR): Brooke Pfister
 - Retail Business Analysis (MSNA): Lashaunda Cooper
 - File Maintenance Division (MSNM) – TBD
- The Pricing and Promotions Office (MSP) led by Damien Gray, formerly the Strategic Revenue Management Office, will gain the majority of the previous Sales Promotions Division. This Office will report directly to the Executive Director.

- The Business Analysis Office (MSA) led by Nick Butorac, formerly the Business Analysis Division, will report directly to the Executive Director.

Category assignments will change based on this restructuring. By revising the way categories and assortments are managed, we are ensuring that teams can focus on their core strengths and respond more effectively to customer needs. This approach is designed to eliminate redundancies, clarify responsibilities, and position DeCA for future growth. Sales Fresh and Non-fresh directories will be updated and published accordingly.

If you have questions, contact Bonita Moffett (MSF), Robert Culbreth (MSN), or Jim Flannery (MS).

Jim M. Flannery
Acting Executive Director
Sales, Marketing, and eCommerce