



# Biography

## DEFENSE COMMISSARY AGENCY

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

### ***John Green*** Director, Omnichannel and eCommerce Directorate

Mr. John Green is the Sales, Marketing and eCommerce Group, Omnichannel and eCommerce Director for the Defense Commissary Agency (DeCA) headquartered at Fort Lee, Virginia. His selection was effective December 29, 2025.

In this position, Mr. Green is responsible for conducting and overseeing worldwide marketing and eCommerce operations and all special studies or projects having significant impact on corporate marketing philosophy and operations. In addition, he oversees all program resources related to patron awareness, branding, consumer advocate, marketing and eCommerce between the HQ and its worldwide chain of 235 commissaries in 13 countries.

Mr. Green has extensive first-hand experience creating and measuring brand and sales marketing impacts as a manufacturer. He was a founding member of the P&G and Walmart multifunctional sales team where he developed and learned shopper-focused, retailer and manufacturer joint marketing and merchandising strategy.

Mr. Green honed his marketing prowess across Food/Beverage, Laundry, Beauty Care and Paper categories. He brings significant hands-on experience behind new product launch, promotion and pricing analytics, and forecasting.

Following his manufacturer experience, Mr. Green led multiple primary global primary research teams at world market research companies Ipsos and NielsenIQ. He translated his shopper understanding and expertise into providing retailers and manufacturers important shopper insights to build their shopper loyalty, sales and profitability. He is a passionate trainer and enthusiastic supporter of developing new techniques to better understand shopper's in-store and on-line shopping needs.

Mr. Green brings additional entrepreneurial experience to DeCA. He was recruited by multiple consulting companies to assist them with answering their client marketing, business analytic, and organizational training and development needs. His own consulting company, Green Insights Group, focuses on "helping clients design and execute shopper and consumer research that drives profitable business growth and shopper satisfaction."



#### **EDUCATION**

1983, Masters of Business Administration, University of West Florida, Pensacola, Florida

1980, Bachelor of Science, US Air Force Academy, Colorado Springs, Colorado

#### **CAREER CHRONOLOGY**

September 2020 - December 2025, Principal, Green Insights Group, Cincinnati, Ohio

September 2023 - November 2024, Senior Director of Store Operations Transformation and FMCG, Badger Technologies, Lexington, Kentucky

October 2022 - January 2023, Vice President – Global Shopper Practice Leader, NielsenIQ, Cincinnati, Ohio

September 2020 - October 2022, Senior Consultant, Simpactful, Cincinnati, Ohio

October 2012 - September 2020, Vice President – Global Shopper and Strategy Leader, Ipsos, Cincinnati, Ohio

October 1989 - October 2012, Director Marketing and Sales Analytics, Procter & Gamble, Cincinnati, Ohio

1980 - 1989, U.S. Air Force

#### **AWARDS**

P&G Chairmen's Club Award Winner for Professional Excellence and Sales

#### **AIR FORCE AWARDS**

Air Force Commendation Medal (Oak Leaf Cluster)

Air Force Service Medal

National Defense Service Medal