Biography

DEFENSE COMMISSARY AGENCY
1300 E Avenue, Fort Lee, Virginia 23801-1800

Rogers E. Campbell
Executive Director, Sales, Marketing & Policy Group

Rogers E. Campbell, a member of the Senior Executive Service, is the Defense Commissary Agency's Executive Director for Sales, Marketing and Policy with oversight of directorates responsible for the agency's nearly $6 billion sales, operations and policy, health and safety and business development. Mr. Campbell assumed this position in October 2011 as part of DeCA's reorganization.

Mr. Campbell entered federal government service in March 2010 with an appointment as director of the agency's East region, after having worked extensively for more than 30 years in the private sector in a career associated with selling and marketing various consumer goods.

A former captain in the U.S. Army, Mr. Campbell's career has taken him from commanding a tank platoon to leading the marketing, sales planning and merchandising of the new car sales programs for both the Army and Air Force Exchange Service (AAFES) and the Navy Exchange Service Command (NEXCOM). As vice president and chief marketing officer of Overseas Military Sales Corporation, he directed marketing efforts on 120 military installations in 30 countries and aboard U.S. Navy ships through NEXCOM's Ships Store program.

Mr. Campbell's career highlights include: managing partner of Marketcorp International, a brand strategy consultancy; senior director of marketing for Nabisco Foods Group; and director of global new products for Schering-Plough Consumer Healthcare. He began his consumer packaged goods career at General Mills. Mr. Campbell is a former elected member of the South Orange-Maplewood Board of Education, N.J., and has served as an admissions liaison officer for the U. S. Military Academy at West Point.

EDUCATION

1974, Master of Business Administration, Rutgers University, N.J.
1973, Bachelor of Science in marketing, Distinguished Military Graduate, Saint Peter's College, N.J.

CAREER CHRONOLOGY

2010-2011, director, DeCA East, Fort Lee, Va.
2004-2008, vice president and chief marketing officer, Overseas Military Sales Corp., Woodbury, N.Y.
1999-2004, president and managing partner, Marketcorp International, Inc., Short Hills, N.J.
1994-1999, senior director of marketing, Nabisco Foods Group, Inc., East Hanover, N.J.
1988-1994, vice president and general manager, TMG Advertising, Inc., New York, N.Y.
1983-1988, marketing director of global new products, Schering-Plough Corp., Kenilworth, N.J.
1981-1983, brand manager, Mattel, Inc., El Segundo, Calif.
1978-1981, assistant product manager, General Mills, Inc., Minneapolis, Minn.
1974-1977, armor officer, U. S. Army, Ft. Hood, Texas, and Stuttgart, Germany

AWARDS AND HONORS

Army Parachutist Badge, Army Commendation Medal
American Marketing Association – Best New Product Award

(Current as of September 2014)