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Retailer sees familiar faces take leadership roles

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The United Family recently announced three people moving into new leadership opportunities. Tony Crumpton was named the chief merchandising officer; Greg Ammons will move to executive vice president of supply chain and strategic projects; and Chris Farr will be director of e-commerce.

Early in his career, Crumpton was a CPA with a large accounting firm. His 37-year tenure with United has included leadership positions in store management, operations, fuel, facilities and logistics. As CMO, Crumpton will lead all merchandising and marketing efforts for the company. He is a graduate of Leadership Lubbock and served on food bank boards in Wichita Falls and Lubbock, TX, in addition to volunteering as a United Way Loaned Executive.

“Certainly Tony brings a highly unique perspective to this role,” said Sidney Hopper, president of The United Family. “He has had leadership experience in every facet of our company and can lead understanding the details of how all the pieces fit together.”

“I am both humbled and excited to get back to the world of merchandising and marketing,” Crumpton said. “I am passionate about it.”

After 25 years working his way from sacker to store director in Albertsons Food & Drug, Ammons

joined the United team in 2000 as an assistant store director. He was promoted to regional vice president for the Amarillo region where he lived for 12 years. In 2017, he became vice president of strategic initiatives for The United Family.

“Greg is strong at leading teams and delivering results,” Hopper said. “He will continue running critical strategic projects for our company, while assuming responsibility for our distribution facilities.”

Ammons has received several awards for his volunteer service, especially invested with United Way and food banks in the communities where he lived. When not working, he is an avid hunter and angler.

Farr has navigated the United e-commerce business as it grew by 400 percent — in the last month. He started his career at United in 2005 as a checker and went on to serve as grocery manager and as service manager at two different stores, before landing the role of assistant store director. In 2016, he launched e-commerce for the United division, leaning on his degree in business management from Abilene Christian University.

“Chris began his career in retail and has played a pivotal role in the launch and success of e-commerce in our company,” Hopper said. “He is ready for this next step.”

(Pictured above are Tony Crumpton, Greg Ammons and Chris Farr.)

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