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FreshDirect sees leadership change

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Ahold Delhaize announced that Dave Bass will be appointed managing director of FreshDirect, effective Sept. 20. He succeeds Farhan Siddiqi, chief digital officer of Ahold Delhaize, who has served as interim CEO since May. Siddiqi has decided to leave the company, as of Oct. 15.

"I would like to congratulate Dave on his appointment to lead FreshDirect. He brings a wealth of experience to the brand, having recently led Omnichannel Merchandising Support for the Peapod Digital Labs division of Ahold Delhaize USA," said Frans Muller, CEO of Ahold Delhaize. "He is a great choice to continue to drive FreshDirect's growth as a key pillar of Ahold Delhaize's omnichannel strategy."

"FreshDirect is a truly unique brand, working directly with local suppliers, growers and farmers to deliver the freshest and best-tasting products directly to people's doorsteps," said Bass. "I look forward to working with the team and helping FreshDirect grow its leading customer service and high-quality assortment to customers in the greater New York City area."

"I would like to thank Farhan for his energetic and innovative contributions and helping us build and accelerate our digital and ecommerce capabilities," said Muller. "He has played a significant role in shaping and driving our omnichannel transformation strategy. I would also like to thank him for his interim leadership of FreshDirect, where he has helped integrate the business into the Ahold Delhaize family of great local brands. We will miss Farhan's expertise and leadership and on behalf of the entire organization, I would like to thank him and wish him and his family all the very best in the future."

"When I joined Ahold Delhaize, I set out to transform it into a more digitally-enabled and agile business, helping the company's local brands offer faster, more personalized and more convenient shopping experiences," said Siddiqi. "I am proud of the progress we have achieved so far, and I want to thank everyone for their ongoing enthusiasm and commitment."

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