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## **UNFI names Steve Dietz as its new chief customer officer**

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United Natural Foods Inc. announced the promotion of Steve Dietz to the newly created role of chief customer officer, effective Oct. 1. In this new role, Dietz will be responsible for overseeing UNFI's sales efforts throughout the United States and Canada.

Dietz currently serves as UNFI's president for its Pacific Region, a position he's held since 2018. In his new role, Dietz will support the region teams, driving business growth and helping ensure UNFI delivers on its long-term vision to transform the future of food. The sales regions include UNFI's National, Atlantic, South, Central, Pacific and Canadian divisions. Working with the region presidents, Dietz will help implement a local go-to market strategy, while leveraging data, learnings, and outcomes to drive best practices and programs that can benefit all UNFI customers.

"Steve is a terrific selection for this role and I'm confident his leadership will help us further unlock the customer experience, delivering greater value and innovation to grocery retailers of all sizes and formats," said UNFI President Chris Testa. "We have a tremendous responsibility to our customers and communities and Steve's experience, sales acumen, and strong understanding of the ever-changing grocery landscape will help us continue to deliver on our customer promise."

Dietz joined UNFI in 2014 through the acquisition of Tony's Fine Foods where he had previously spent 15 years in leadership roles overseeing sales, customer service, procurement, marketing, and pricing. He has served in his current leadership role since the completion of the SUPERVALU acquisition, helping bring together multiple sales teams under one cohesive Pacific Region organization.

Dietz holds a bachelor's degree from the University of California-Davis and an MBA from the University of North Carolina's Kenan-Flagler Business School. In addition to his work at UNFI, Dietz also currently serves as a member of the executive board for the California Grocers Association.

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