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Stater Bros. names new SVP, chief marketing officer

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Rebecca Calvin is the next senior vice president and chief marketing officer for Stater Bros. Markets, succeeding current Executive Vice President and Chief Marketing Officer Dennis McIntyre. Calvin will report to CEO Pete Van Helden and serve on the company's executive leadership team. She will



begin her new role on Sept. 26.

Calvin will lead the company's marketing efforts, which include the sales and merchandising, integrated marketing, eCommerce and food strategy and innovation departments. She will be responsible for strengthening Stater Bros.' ability to meet the evolving needs of grocery shoppers in the diverse Southern California market through smart and effective product, pricing, and promotion strategies.

"I am very excited that Rebecca has chosen to join the Stater Bros. team and I look forward to working side-by-side with her to make Stater Bros. the premier shopping destination for groceries in Southern California," said Van Helden. "On behalf of all our teammates, I would also like to take this opportunity to thank Dennis for nearly 45 years of dedicated service to our company. His passion and enthusiasm have made a significant impact on the current and future success of Stater Bros."

Calvin arrives at Stater Bros. with several years of experience in the grocery industry, most recently serving as senior vice president and chief merchandising officer at The Save Mart Cos., where she led merchandising, space planning, pricing and promotion execution, and their private label program. Before joining The Save Mart Cos., she began her career in the grocery industry with Daymon Worldwide as a category buyer. She served as vice president of grocery, frozen and dairy at Mariano's before continuing on to merchandising and category management roles in the Kroger family of companies.

Calvin graduated from the University of Wisconsin-Oshkosh with a bachelor's degree in biology with a minor in business administration and is a graduate of the Cornell University food executive program. She has earned a Six Sigma Green Belt Certification and currently serves on the Western Association of Food Chains board of directors.

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