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Coborn's names new VP of merchandising operations

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Jenn Weisgram has been promoted to Coborn's vice president of merchandising operations.

In her new capacity, Weisgram will play a pivotal role in supporting Coborn's merchandising by crafting and executing strategies for private brands, pricing, seasonal planning, inventory, production planning and category development/assortment planning.

Weisgram brings an impressive two decades of grocery retail leadership experience, excelling in various roles at Hornbacher's and Coborn's Inc. These include senior director of fresh merchandising, director of operations, district manager, human resources management and most recently senior director of center store merchandising.

Her educational background includes a bachelor's degree in business administration and psychology from Luther College and an MBA from the University of Mary.

Weisgram currently serves on the board of directors at the Great Plains Food Bank and North Dakota Grocer's Association. "We are confident that her wealth of experience and dedication to community organizations will significantly contribute to her new role," the company said in a statement.

"Coborn's Inc. is excited about the knowledge and expertise Jenn brings from her diverse background; we are confident that her commitment and innovative drive will serve as a solid foundation for the continued growth of our company," the company said.

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