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Publix vice president to retire, successor named

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After 45 years of dedicated service, Publix Vice President of Customer Experience Bob Bechtel announced his decision to retire March 31. Publix Director of Omnichannel David Finger has been promoted to fill Bechtel's vacated role.

"Bob has spent his career focusing on customer service," said Publix CEO Kevin Murphy. "Through his leadership and efforts, he has helped our associates provide a premier shopping environment that has exceeded our customers' expectations and helped create raving fans at Publix. We thank Bob for his many years of service to Publix and wish him the best in his retirement."

Bechtel and his wife, Kathy, are looking forward to traveling, camping and spending time with their grandchildren.

"Through every position David has held, he's kept our customers top of mind, partnering with business areas across the company to find ways to improve our services and streamline our processes," Murphy said. "I am excited to see how he will continue to find ways to raise the bar on Publix's service levels and build on creating a premier shopping experience for our customers."

Finger, his wife, Molly, and their children reside in Lakeland, FL.

Photos: Bob Bechtel and David Finger.

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