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**Allegiance Retail Services names two new EVPs**



Samer Rahman

Allegiance Retail Services, a leading supermarket grocery services co-op, promoted two senior associates — Samer Rahman and Donna Zambo — to executive vice president, effective immediately.

“These promotions reflect the continued growth of our cooperative and the expanded leadership roles of both Samer and Donna,” said Joseph Fantozzi, president and chief operating officer of Allegiance Retail Services. “I am proud to have these two individuals as key partners in the day-to-day leadership of Allegiance and look forward to their continued contributions to our success.”



Donna Zambo

Rahman joined Allegiance in 2013 and has risen steadily through the organization. With 35 years of experience in the grocery industry, he brings deep insight and proven leadership to his new role. As executive vice president and chief merchandising officer, he will continue to serve as Allegiance's primary contact for consumer packaged goods and lead the development of the co-op's merchandising strategies. His focus remains on helping member stores achieve their gross profit goals while driving performance and value across the board.

Zambo joined Allegiance in 2018 as vice president and chief marketing officer following her tenure at

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Wakefern Corp. As executive vice president, she will assume the expanded role of chief information officer and chief marketing officer. Zambo will lead both the marketing and technology initiatives of the organization.

This title change reflects her broadened scope of responsibilities and her ongoing efforts to align strategic marketing with cutting-edge retail technology solutions. Zambo's vision and leadership will continue to drive innovation and operational efficiencies in these two areas, and deployment of retail tech projects that benefit the entire Allegiance network.

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