



Biography

DEFENSE COMMISSARY AGENCY

1300 E Avenue, Fort Lee, Virginia 23801-1800

Hector Granado Director, Marketing

Hector Granado is the Director of Marketing for the Defense Commissary Agency. In this position, he is responsible for conducting and/or overseeing the worldwide marketing operations and all special studies or projects having significant impact on corporate marketing philosophy and operations. He provides day-to-day liaison on all marketing matters between the HQ and its worldwide chain of nearly 240 commissaries in 13 countries. He was selected to this position effective October 15, 2017.

In this assignment, Mr. Granado oversees all marketing program resources related to the following directorate functions: pricing, resets/planograms, promotions and patron awareness, branding, consumer advocate, social media, nutrition/health and well-being, store layout and merchandising, marketing and promotions.

Mr. Granado previously served as the East Area director overseeing 48 commissaries in 13 states from New England to the mid-Atlantic, including the District of Columbia and Puerto Rico. He has served in a variety of headquarters, zone and store-level leadership positions during a commissary career that began when he joined the U.S. Air Force in 1983. His headquarters-level assignments included service as chief of DeCA's Workforce of the Future, chief of Standardization and chief of Store Operations.

His awards and honors include DeCA's Meritorious Civilian Service Award and the Agency's Superior Civilian Service Award.



EDUCATION

2010, Bachelor's degree business administration (management) Saint Leo University

2009, Associate's degree business administration, Saint Leo University.

CAREER CHRONOLOGY

2017 - present, Director of Marketing, DeCA HQ, Fort Lee, Va.

2015 - 2017, East Area Director, DeCA HQ, Fort Lee, Va.

April 2015 - June 2015, Category Manager, Sales Directorate, DeCA HQ, Fort Lee, Va.

August 2012 - March 2015, Zone Manager Zone 6

2010 - 2012, Chief of Store Operations, DeCA HQ, Fort Lee, Va.

March 2009 - 2010, Chief of Standardization, DeCA HQ, Fort Lee, Va.

June 2008 - February 2009, Chief, Workforce of the Future, DeCA HQ, Fort Lee, Va.

May 2000 - June 2008, Store Director, MacDill AFB, Fla., Commissary

Jan. 1995 - May 2000, Commissary Officer, Vogelweh, Germany, Commissary

Jan. 1992 - Dec. 1995, Commissary Officer, Laughlin AFB, Texas, Commissary

Dec. 1990 - Jan. 1992, Store Manager, Laughlin AFB Commissary

1988 - 1990, AFCOMS Management Internship, Randolph AFB and Sheppard AFB, Texas

1983 -1987, active duty enlisted, U.S. Air Force Commissary Service, serving at Williams AFB, Ariz.; Kunsan AB, Korea; and Dyes AFB, Texas

(Current as of October 2017)