

U.S.-based supermarket chain Albertsons has promoted Geoff White to executive vice president and chief merchandising officer, fulfilling the position created when Shane Sampson resigned last week.

White was president of Albertsons' Own Brands division since 2017.

Under White's leadership, Own Brands penetration grew from 23.0% in 2017 to 25.3% in the last quarter.

O Organics and Open Nature represent 23.6% of the total natural and organic sales at Albertsons Cos., a 152 basis point growth from Q1 of FY2018.

In 2018, the Own Brands team launched Signature Reserve, an 'ultra-premium' label that features globally sourced ingredients.



“Geoff is a customer-centric leader who brings a unique combination of creativity and analytics to achieve growth,” said Vivek Sankaran, president and CEO. “I look forward to working with him to transform our merchandising capabilities.”

White began his career with the company as a general clerk at Safeway in Burnaby, BC, in 1981. He eventually became director of Canadian produce operations for 210 stores.

He held leadership roles in produce, dairy, frozen, deli/food service, produce, floral, and branded concepts at the Safeway corporate office from 2004 to 2015.

In 2015, he was named senior vice president of marketing and merchandising for the Northern California Division. In 2017, he was appointed president of the company's Own Brands team.