



Ahold Delhaize USA Appoints Abby Cook as Senior Vice President, Own Brands to Lead Strategy and Growth

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SALISBURY, N.C. – [Ahold Delhaize USA](#) recently announced the appointment of Abby Cook as Senior Vice President, Own Brands. In this role, Cook will lead the company's Own Brands portfolio, overseeing strategy, innovation and execution to drive growth and differentiation across the U.S. businesses. She will report to Chief Commercial and Digital Officer Keith Nicks.

Own Brands are a critical component of Ahold Delhaize USA's Growing Together strategy, enabling the company to strengthen customer loyalty and differentiate its offering across its omnichannel ecosystem. As part of this evolution, the company is aligning its approach under the "Own Brands" designation to reflect the full scope and strategic importance of the portfolio.

"Own Brands are a key driver of our commercial strategy and an important lever for growth across our U.S. businesses," said Keith Nicks, Chief Commercial and Digital Officer, Ahold Delhaize USA. "Abby brings a powerful combination of strategic leadership, deep knowledge of our business and a proven ability to translate insights into action. Her leadership will be instrumental as we continue to evolve our portfolio and unlock the next phase of growth."

Cook most recently served as Vice President of U.S. Strategy and Portfolio for Ahold Delhaize USA, where she led the development and execution of key strategic priorities, including the advancement of the company's Own Brands portfolio. In this role, she partnered across the organization to align long-term growth initiatives with business performance and customer needs.

"I'm honored to step into this role at such an exciting time for our business," said Cook. "Own Brands represent a unique opportunity to bring together quality, innovation and value in ways that truly resonate with customers. I look forward to building on our strong foundation and working with teams across the organization to accelerate growth and deliver meaningful impact as we deliver on our Growing Together commitments."

Prior to joining Ahold Delhaize USA, Cook held leadership roles focused on strategy and growth within the retail and consumer sectors, including serving as a Project Leader at Boston Consulting Group. She also previously served as Director of Commercial Strategy at Peapod Digital Labs, where she helped shape the company's omnichannel commercial strategy and growth initiatives.

About Ahold Delhaize USA

Ahold Delhaize USA, a division of global food retailer Ahold Delhaize, is part of the U.S. family of brands, which also includes five leading omnichannel grocery brands: Food Lion, The GIANT Company, Giant Food, Hannaford and Stop & Shop. When considered together, the companies of Ahold Delhaize USA comprise the largest grocery retail group on the East Coast and the fourth largest in the nation, serving 26 million omnichannel customers each week. For more information, visit www.adusa.com.

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