

JJ Fleeman

*President, Digital & Commercial Services
Peapod Digital Labs*

JJ Fleeman is the President of Peapod Digital Labs (PDL), responsible for the digital and commercial strategy and services related to the Ahold Delhaize USA Omnichannel operations.

A merchant and operator at heart, JJ has served in a diverse array of roles in strategy, operations, marketing, and merchandising throughout his more than 30 years in grocery retail. JJ has a proven track record of establishing a clear strategic vision and driving measurable results. Today, he leads digital and commercial strategy for Ahold Delhaize USA and its great local brands, working to deliver an unparalleled omnichannel experience for consumers, regardless of when, where, or how they choose to shop.



Prior to taking on his current role, JJ served as Executive Vice President of Commercial Services and Strategy in Ahold Delhaize USA's newly established support services company, Retail Business Services, overseeing key Commercial Services for all of Ahold Delhaize USA's local brands including Strategy, Merchandising, Digital, Private Brand, Sourcing and Sustainability.

Prior to that, JJ was Chief Strategy and Development Officer for Delhaize America. In this capacity, he was responsible for the development of the overall strategic framework for Delhaize America, functions including Digital, Strategy, Merchandising, Private Brand, Store Sites, Portfolio, Performance Management Office and Sustainability, and Customer Engagement initiatives such as Consumer Research & Insights. He also led the creation of a digital center of excellence at Delhaize America.

A proven global leader, JJ served as Global Integration and Program Leader for Delhaize Group as part of the merger that formed Ahold Delhaize. He has also represented Delhaize Group as part of the Future Leaders Committee of the Consumer Goods Forum, where he helped develop world-class programs for future leaders and had the unique opportunity to experience retail and manufacturing across the world.

JJ also spent a number of years with Ahold Delhaize USA's great local brand, Food Lion, most recently as Vice President of Strategy and Business Development. With Food Lion, he also held other roles including Vice President of Marketing, Market Vice President, and Vice President of Operations, among others.

JJ is a native of Pearisburg, Va. He currently resides in Salisbury, N.C., and has two sons.