



Donna Zambo, VP and Chief Marketing Officer of Allegiance Retail Services to Present at the National Grocer Association Show

August 18, 2021 (Iselin, NJ) – Allegiance Retail Services announces that Donna Zambo, Vice President and Chief Marketing Officer, will be presenting at the National Grocer Association Show September 19-21 in Las Vegas, NV. The NGA Show supports independent grocers by providing opportunities to learn from peers and other industry thought leaders.

Donna will be on a panel discussing Accelerating Personalized Marketing in a Changing Landscape. The session will focus on how independent grocers can boost shopper engagement and effectively battle big-box retailers. She will discuss personalized marketing strategies that worked during the pandemic but now must be adapted for the post-pandemic era. Topics to be covered include personalized shopper engagement, making data actionable, boosting conversions and loyalty, reducing advertising costs and enhancing growth. Take away tactics will include how to create data-driven marketing campaigns and achieve a higher marketing ROI.

About Donna Zambo

Donna Zambo is Vice President and Chief Marketing Officer for Allegiance Retail Services, LLC. She joined the cooperative in April, 2018. In her role, she is responsible for the oversight of Information Technology, Marketing & Advertising, Digital Commerce, and Insights & Analytics. Donna began her grocery career 30 years ago at Pathmark, working in Consumer Research. She held various positions throughout her tenure at Pathmark, including Procurement, Sales & Advertising, and Customer Loyalty Marketing. Prior to joining Allegiance, Donna spent nine years with Wakefern FoodCorp, leaving as Director, eCommerce and Analytics. She has a passion for the consumer and is driven to arming the Allegiance members with the best-in-class marketing tools and insights. Donna is Vice Chair of the New Jersey Food Council eCommerce Committee, member of the Path to Purchase Institute Faculty, the recipient of Tribute to Women in the Industry Award and was an Honoree at the 2019 New Jersey Food Council Night of Distinction.

About Allegiance Retail Services

Allegiance Retail Services, LLC supports independent supermarkets (e.g., Foodtown, Freshtown, D'Agostino, Gristedes, Pathmark, LaBella Marketplace, Brooklyn Harvest, Market Fresh, Big Deal Food Market, Green Way Markets and Shop n Bag) for retail success by providing them with marketing, advertising, technological and merchandising support, as well as a full line of private label products, including Foodtown, Green Way and Rancher's Legend.

For more information, visit www.allegianceretailservices.com.