

JJ Fleeman

President & Chief E-commerce Officer, Peapod Digital Labs

JJ Fleeman currently serves as the President of Peapod Digital Labs and Chief eCommerce Officer. He's been in this position since May 2018. JJ leads digital and eCommerce strategy for the U.S. entity, Peapod Digital Labs, a center of excellence that drives digital and eCommerce innovation, technology and experience to meet the changing needs of customers of Ahold Delhaize USA brands. As the Head of Peapod Digital Labs, JJ is responsible for enabling the local brands of Ahold Delhaize to deliver an unparalleled omnichannel grocery experience.

JJ has served an array of roles in strategy, operations, marketing and merchandising throughout his more than 30 years in grocery retail. Before 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 Ahold Delhaize USA local brands.

Before 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 and led the creation of a digital center of excellence.

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 in 22 countries.

JJ also spent decades with Food Lion. From 2004 to 2014, he served as Vice President of Operations, Vice President of Marketing & Brand Strategy, and also served as Vice President of Strategy and Business Development.