



Amy Hahn of Ahold USA named marketing chair of NEW

CHICAGO (January 26, 2016) – Amy Hahn, senior vice president of marketing for Ahold USA, has been named chair of marketing and communications of the Network of Executive Women, the largest women’s leadership organization serving the consumer goods, retail and services industry.

Hahn, who has served on the NEW Board since 2013, was highly engaged in the development of NEW 2020, the initiative that resulted in NEW’s 2015 repositioning, said NEW President and CEO Joan Toth.

"Amy's marketing experience and passion for workplace change was integral to the Network's launch of the It's Time Movement for women's leadership at the FMI Midwinter last January," Toth said. "She's been a strong advocate of NEW's vision of 'a workplace with no limits' within Ahold and throughout the industry."

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Hahn joined Ahold USA as senior vice president of marketing in April 2014. In this role, she leads and drives critical initiatives in strategic marketing, market and consumer insights and analytics, advertising, promotion, brand development, innovation and digital strategy and execution. She is responsible for developing winning digital retailing and loyalty plans and building brand equity.

Prior to joining Ahold USA, Hahn had more than 20 years of experience with The Hershey Company, beginning her career in engineering and moving progressively into marketing and general management roles. Most recently, she served as the global vice president and general manager for direct retail and licensing.

About NEW

Founded in 2001, the Network of Executive Women, Retail, Consumer Goods and Services, has more than 9,000 members from more than 750 companies, 100 corporate sponsors and 20 regions in the U.S. and Canada. For more information about the Network of Executive Women and its national and regional learning programs, events, content and best practices, visit newonline.org.