

AN NC CHAMBER EVENT

WORKPLACE

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CONFERENCE

OCTOBER 12, 2022
CHARLOTTE, NC

Natasha Brinegar
Vice President, Category Management, Center Store
Food Lion

As Vice President of Category Management for Center Store, Natasha Brinegar provides strategic direction and oversight for center store category management, merchandising and pricing.



She leads and develops a high performing team of Category Managers who create and execute category business plans to deliver budgeted sales, margin, movement, market share and net contribution metrics. Natasha provides oversight for all decisions relating to shelf presentation, assortment, cost negotiations, promotional planning, and vendor relationships. She also collaborates with the senior leadership team and business partners to support and deliver Food Lion's business strategy, supporting a selling organization culture with a consumer-centric focus through category management responsibilities.

Natasha has been with Food Lion for 30 years, beginning in Retail Operations and serving in a variety of positions. She has also worked as an Inventory Analyst, Category Analyst, Merchandising Manager, Private Brand Product Manager and Category Manager for Food Lion. She serves on Food Lion's Diversity & Inclusion Council and is also a board member for the Food Lion Feeds Charitable Foundation.

Natasha has a Bachelor of Science in Business Administration from the University of North Carolina at Charlotte. Outside of the office, she enjoys traveling, playing golf, spending time with friends and family and anything to do with the New England Patriots or North Carolina Tar Heels.

She currently resides in Salisbury, NC.