



# Retail Business Services

## Onward and Upward: StoreBrands Magazine Features Private Brands Team

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Making private brands 'iconic' is what the Retail Business Services private brands organization is on a mission to do. The newly assembled team, which provides a full suite of private brands services from new product development to innovation, product packaging and design and more to the local brands of Ahold Delhaize USA, was recently featured on the cover of StoreBrands magazine. Read the feature [here](#).

**ONWARD AND UPWARD**

Newly formed  
Ahold Delhaize USA  
aims to make its  
store brands 'iconic'

BY LAWRENCE AYLWARD

**AN 'ALL-STAR' TEAM**

Juan De Paoli (seated), the senior vice president of private brands for Ahold Delhaize USA's Retail Business Services, says the 139-person private brands team is composed of "all-star private brand professionals." Key members of the team include (from left): Kasey Sheffer, director of private brands product management; Patrick Fraser, director of private brands label and design; Jim Seiple, director of private brands product excellence; Jeff Castonguay, director of private brands product management; Jac Ross, vice president of private brands innovation; Tesha Sigmon, director of private brands product management; Amy McClamrock, director of private brands business operations; and Mark Gilliland, director of private brands product management.

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