



# Retail Business Services

## Top Women in Grocery 2021: Erin DeWaters, Director, Communications

June 21, 2021



Retail Business Services – the services company of Ahold Delhaize USA – is proud to announce that Erin DeWaters, Director of Communications, has been named to Progressive Grocer's [2021 Top Women in Grocery list](#), which recognizes women in the grocery retail industry for their leadership, achievement and community involvement.

In her role, Erin leads a team of skilled communicators who create content for Retail Business Services' internal and external channels, manage brand standards and handle community relations for the company. Her team also works with Ahold Delhaize USA brands on key initiatives, such as perpetual inventory and the supply chain transformation, and serves as crisis communications consultants.

"We have our hands in quite a lot of things, but those things are really with the intention of telling the RBS story to internal and external stakeholders," she said.

Erin was one of four Retail Business Services women leaders recognized by Progressive Grocer for outstanding leadership capabilities and honorable achievements. Dedicated to growing Retail Business Services' culture and telling the company's story, she is humbled to be named among other women she admires.

"It's a huge honor," she said. "It's definitely a recognition that's prestigious within our company and within the industry. I've really admired and looked up to a lot of the women featured on this list, so I was honored and humbled to be selected."

Erin joined Retail Business Services when the brand launched in 2018, and she works closely with business partners in creating content that resonates with associates and other stakeholders. She enjoys her job and says the best part of being in communications is the people.

"We really get to work with everyone across the business, and that's one thing I really enjoy – getting to work with a wide network of business partners and getting to know people both professionally and personally," she shared. "That's basically communications in a nutshell and is what excites me about it."

For women just starting their career, Erin has two tips to help them stand out and achieve their dreams:

"First, understand the value of your network. Stay connected to those around you. Understand the value that those relationships hold and hold them dear and pay active attention to those in your network and maintain that network," she said. "The second thing is to raise your hand. When I see something of interest, I raise my hand. I put myself out there. I say, 'Would you like me to take the lead?' Be your own advocate and propel your own career."

Erin earned an undergraduate degree in Public Relations from the University of North Carolina at Chapel Hill and a graduate degree in Public Relations from George Washington State University. Passionate about her field, she currently serves as President of the Public Relations Society of America's (PRSA) Charlotte chapter and has been on the organization's board for more than five years.

In her spare time, she enjoys traveling and spending time with family and friends. Erin lives in Huntersville, N.C., with husband, Zack, and their two children, Allie-Kate, 6, and Cole, 15 months.