

## JASON POTTER



**Age:** 54

**Director Since:** Feb. 2025

**Committees:** None

### ***Career Highlights***

Since Feb. 2025, served as President and Chief Executive Officer at **Grocery Outlet**.

From Mar. 2020 to Jan 2025, served as Chief Executive Officer and director at **The Fresh Market, Inc.**, a specialty grocery retailer of fresh, gourmet food and prepared meals.

From 1990 to June 2018, served in successively senior positions at **Sobeys Inc.**, a Canadian food and drug retailer and wholly owned subsidiary of The Empire Company Limited, including most recently as Executive Vice President of Operations (May 2017 to June 2018). Prior to that, he served as President of Sobeys West, President of Sobeys Atlantic and President of Multi-Format Operations.

### ***Public Company Boards***

None

### ***Other Information***

He received a Bachelor of Management and Master of Business Administration from Athabasca University. He also completed the Advanced Management Program at Harvard Business School. He was named to Canada's "Top 40 Under 40" for Leadership by Caldwell Partners in 2008.

### ***Skills and Qualifications Relevant to Service on our Board***

- More than 30 years of grocery retail experience and a merchant at heart, with a track record of growing and scaling grocery businesses of significant complexity to drive earnings growth and shareholder value. Most recently, at The Fresh Market, he led the successful transformation of the business to strong earnings growth, as well as driving an award-winning customer experience that led to its selection as USA Today's Readers' Choice "Best Supermarket in America" in 2021, 2022 and 2023. At Sobeys, one of the largest food retailers in North America, he oversaw store operations for approximately 1,500 stores under several banners with more than \$12 billion in revenues.
- Strong executive leadership experience, with more than 17 years of profit and loss leadership of The Fresh Market and numerous brands at Sobeys. Has led numerous transformational strategic projects for turnaround, growth and mature brands, and has strong financial expertise. Initiated key innovations, including e-commerce and private label development opportunities.
- Particular expertise in large-scale operations, complex supply chain and logistics, marketing, merchandising and strategy. Spent early career learning the retail food business through numerous jobs of increasing responsibility, including developing significant expertise in managing stores and distribution centers, real estate site selection as well as merchandising and marketing.
- As President and CEO, he is our operational and strategic day-to-day leader, and his vision, values and hands-on communication style aligns with the Company's goals and culture. Understands how to lead a customer-centric business model that emphasizes the store experience and customer loyalty.
- His prior experience as a combined CEO and a director of a private food and drug retailer provides him with relevant governance, risk management and strategic oversight expertise, as well as experience serving in dual capacities as an executive and director.
- Depth of experience with a franchise operating model at Sobeys, which has many similarities to Grocery Outlet's independent operator model.