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NEXCOM Names New CMMO

Rich Honiball has been named as Chief Merchandising and Marketing Officer for the Navy Exchange Service Command (NEXCOM).

Honiball brings more than 25 years of industry experience to the table at NEXCOM, which has the mission of offering quality goods and services to military members at a savings and supporting Navy quality of life programs.

Coming most recently from PDB Advisory Group, where he worked with companies in apparel, health care and technology, Honiball has experience in creative marketing, consumer loyalty and engagement, product and brand leadership, and much more.

“We are looking forward to having Mr. Honiball join our team,” said Rear Adm. Robert J. Bianchi (Ret), NEXCOM’s Chief Executive Officer. “His overall background in merchandising and specifically his e-Commerce experience will be a huge benefit to our mission of taking care of our Sailors.”

“I am thrilled to have been invited to join the team at NEXCOM,” said Honiball. “From the beginning, my goal was to be part of an organization with a strong reputation, vision, and purpose, and this is truly an amazing opportunity. I look forward to continuing to provide the best experience possible for those that are serving and have served our country.”

Prior to PDB Advisory Group, Honiball served as the Senior Vice President of Marketing, Licensing and e-Commerce for Haggar Clothing Company in Dallas, Texas. Honiball also served as Vice President of Private Brands at JC Penney and has held previous senior roles at Brooks Brothers and Jos. A. Bank Clothiers during his career. He is the content chair for The CMO Club, a community of senior marketing executives helping each other overcome challenges within their business.

“NEXCOM serves some of the world’s most important customers,” said Honiball. “This is an exciting time for the organization as it looks to the future and how to best meet the changing needs of its customers. I’m eager to bring my retail expertise to help drive that evolution and ensure NEXCOM delivers the level of service, messaging, and product quality and value expected by our global customers.”

Honiball holds a B.S. degree in Marketing from Southern New Hampshire University. He will be relocating with his family from the Dallas area to the Virginia Beach, Va., area.

Gary King, the acting CMMO, will return to San Diego to his role as Senior Vice President for NEXCOM Store Operations-CONUS. King had been named the acting CMMO when Tess Paquette retired from NEXCOM in March of this year after 10 years as CMMO and 30 years with NEXCOM.

Honiball will assume his new role on June 29.

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About NEXCOM

The Navy Exchange Service Command (NEXCOM) oversees 100 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 39 Navy Lodges, the Ships Stores Program, the Uniform Program Management Office, the Navy Clothing Textile and Research Facility and the Telecommunications Program Office. NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs and Navy Lodges operate primarily as a non-appropriated fund (NAF) business instrumentality. NEX revenues generated are used to support Navy Morale, Welfare, and Recreation (MWR) programs. In FY14, \$2.7 billion in sales were generated with \$46.6 million in dividends provided to Navy MWR programs.