



*Advocating the views of convenience stores, supermarkets, independent grocers, wholesalers and consumer product vendors.*

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### **David Webb of Altria Group joins PFMA Board of Directors**

Camp Hill (November 5, 2020)—The Pennsylvania Food Merchants Association recently welcomed David Webb, the Northeast Region manager of industry engagement for Altria Group Distribution Company, to its board of directors.

Taking on his current role this summer, Webb plans and implements strategies and legislative campaigns in response to local, state, and federal threats. He builds and nurtures relationships to provide insight to internal and external stakeholders. He also collaborates with local, state, and national associations to build connections that lead to long-term success.

Webb began working for Altria as a territory sales manager in Marlborough, Mass., in 2006 and rose up the company's ranks. He has held a variety of positions in Massachusetts, New York and Pennsylvania, earning accolades for his leadership, teamwork and creativity along the way. In his last role as an account manager in Boston, he managed eight large key accounts, generating \$700 million in revenue in 900 retail outlets in the New England marketplace.

“Dave’s experience working with all levels of government and many associations will be hugely beneficial in his role on the PFMA board,” said Alex Baloga, president and CEO of PFMA. “I’m excited that’s he’s joined our board and know that he’ll be a great asset to the team.”

Webb earned his bachelor’s degree in marketing from Assumption College in Worcester, Mass., and his MBA with a concentration in finance and competitive dynamics from the Isenberg School of Management at the University of Massachusetts Amherst. He has served on the Gary DiNardo Memorial Scholarship Fund Board of Directors since 2018.

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#### **About PFMA**

*The Pennsylvania Food Merchants Association, a statewide trade association, advocates the views of nearly 800 convenience stores, supermarkets, independent grocers, wholesalers and consumer product*

*vendors. PFMA members operate more than 3,200 stores and employ more than 150,000 Pennsylvanians. For more information on PFMA, visit [pfma.org](http://pfma.org).*