



**NEWFDA**  
NorthEast Wholesale Food Distributors Association

**NEWFDA welcomes Bill Nasshan, Senior VP, as Guest Speaker at our Annual Convention Feb. 8-11, 2018 at the Harbor Beach Marriott, Ft. Lauderdale.**



**Bill Nasshan, Senior Vice-President Operations of Southeastern Grocers South Florida & BI-LO, is responsible for operating 62 Winn-Dixie Stores, 23 Fresco Y Mas Stores, and 154 BI-LO Stores.**

**Bill's successful 44 year retail career began in Chicago as a bagger at Dominick's. After 24 years with Dominick's, Bill finished his tenure there as SVP Sales & Marketing. Bill spent the next 14 years leading Merchandising and Marketing for Borders Books, Music & Video, Shaw's Supermarkets, and BI-LO. In 2012, Bill joined Southeastern Grocers and held leadership responsibilities in merchandising and marketing.**

**According to Bill, localization and customization is everything in successful retail, and the key to unlocking the authenticity of offer, service, and ambiance. That authenticity, will create the unforgettable experience to grow customer traffic in the crowded brick and mortar food retail segment.**

**"Customers know in their gut if a retailer is authentic and sincerely cares to provide them the very best everyday".**