



Colonel Everett "Bud" Lacroix
Army & Air Force Exchange Service
Commander
Europe/Africa/Southwest Asia Region

Colonel Bud Lacroix is the Europe/Africa/Southwest Asia Region Commander for the Army & Air Force Exchange Service (Exchange), at the region headquarters in Sembach, Germany.

The Exchange is a non-appropriated fund entity of the Department of Defense. Established in 1895, the Exchange is the 52nd-largest retail organization in the U.S. With annual revenues of \$8.5 billion, the Exchange employs approximately 26,000 associates, including military personnel.

In the last 10 years, the Exchange benefit has provided \$3.7 billion in earnings for critical military Quality-of-Life programs such as outfitting more than 600,000 Warfighters at cost annually, providing school meal support for Department of Defense Education Activity facilities overseas and delivering needed services to locations impacted by natural disasters.

Lacroix is responsible for the health, morale, welfare, and mission success of nearly 3,600 associates across 25 countries on three continents. Overseeing more than 1,400 facilities, Colonel Lacroix ensures the delivery of essential goods, services, and a vital connection to America for service members and their families throughout Europe, Africa, and Central and Southwest Asia. He leverages the Exchange's expeditionary capabilities as a combat multiplier in support of Warfighters. His role involves operating and interacting at the highest strategic levels within the Department of Defense and the U.S. State Department, enhancing the overall mission success and welfare of deployed personnel.

The Exchange operates more than 5,500 facilities, including department and convenience stores, restaurants, malls, movie theaters, gas stations and other specialty retail businesses on military installations. The Exchange's operations span the Nation, four U.S. territories and more than 30 countries. Additionally, the Exchange Credit Program manages a \$1.9 billion credit card receivables portfolio.

To support readiness and provide foreign-based service members and their families with U.S. products, the Exchange operates bakeries in Europe and Asia and water bottling plants in Europe under 10 brand licenses from U.S. consumer goods companies, including Wonder Bread, Krispy Kreme and Culligan.

The Exchange recruits, hires, promotes and retains a diverse and inclusive workforce. A major employer of Veterans and military spouses, the Exchange has hired more than 2,100 Wounded Warriors since 2010 and more than 60,000 Veterans and military spouses since 2013.

Lacroix is a native of Detroit, Michigan. He began his military career as an Infantryman in the Marine Corps, serving for six years. In May 2001, he was commissioned as a second lieutenant in the Army Transportation Corps from Missouri State University.

Upon completing the Transportation Officer Basic Course in November 2001, Lacroix was assigned as a platoon leader to the 41st Transportation Company, 181st Transportation Battalion in Vilseck, Germany. Following his role as a platoon leader, he served as the support operations officer (SPO) for the 7th Corps Support Group, which was forward deployed in support of Operation Iraqi Freedom-I. Upon returning to Germany, he was reassigned to the 18th Corps Support Battalion in Grafenwöhr, where he completed his overseas tour as the battalion operations officer.

In December 2005, after completing the Combined Logistics Captain Career Course, Lacroix was assigned to Fort Carson, Colorado. There, he served as the brigade logistics officer and later as the adjutant to the Commander of the 5th Armored Brigade. For the next three years, he commanded the 32nd Transportation Company, 4th Infantry Division Sustainment Brigade, at Fort Carson and during a deployment to Afghanistan.

After graduating from the Command and General Staff College in June 2011, he was assigned to Fort Campbell, Kentucky, as the Division Transportation Officer for the 101st Airborne Division and subsequently as the brigade logistics officer for the 1st Brigade Combat Team, 101st Airborne Division, with whom he again deployed to Afghanistan.

In November 2013, Lacroix was assigned to the United States Southern Command (SOUTHCOM) in Miami, Florida, where he served as the Chief of the SOUTHCOM Deployment Distribution Operations Center (DDOC) for over three years.

In June 2017, he assumed command of the 49th Transportation Battalion at Fort Cavazos (then Fort Hood), serving for two years and deploying to Poland in support of Operation Atlantic Resolve. In February 2019, he was selected to command the newly formed 6th Brigade Support Battalion (BSB), 4th Security Force Assistance Brigade (SFAB) at Fort Carson, Colorado. He served for over two years, including a third deployment to Afghanistan.

Following his tenure with the SFAB, Lacroix attended the Naval War College in Newport, Rhode Island. From 2022 to 2024, he served as the Support Operations Officer (SPO) for the 21st Theater Sustainment Command in Kaiserslautern, Germany. In this role, he was responsible for all sustainment activities, including logistics support, transportation, combat sustainment, human resources, finance, and contracting. He supported U.S. Army Europe and Africa by projecting combat power across Europe and was responsible for the integration and transportation of all U.S. Army military aid to Ukraine under the Presidential Drawdown Authority.

Lacroix's awards and decorations include the Bronze Star Medal with three oak leaf clusters, the Defense Meritorious Service Medal, the Meritorious Service Medal with a silver leaf clusters, the Joint Service Achievement Medal, and the Air Assault Badge. He is a graduate of the United States Army Intermediate Level Education program at the Command and General Staff College, the Joint and Combined Warfighting School at the Joint Forces Staff College, and the College of Naval Warfare at the United States Naval War College. He holds a Master of Science in Administration with

a concentration in Leadership from Central Michigan University and a Master of Arts in National Security and Strategic Studies from the Naval War College.

(Current as of July 2024)