



Judd Anstey
Army & Air Force Exchange Service
EVP, Chief Communications Officer

Judd Anstey is an Executive Vice President and the Chief Communications Officer for the Army & Air Force Exchange Service (Exchange), at the organization's headquarters in Dallas.

The Exchange is a non-appropriated fund entity of the Department of Defense. Established in 1895, the Exchange is the 54th largest retail organization in the U.S. With annual revenues of \$8.2 billion, the Exchange employs approximately 29,000 associates, including military personnel. In the last 10 years, the Exchange benefit has provided \$3.5 billion in earnings for critical military Quality-of-Life programs such as outfitting 712,000 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.

Anstey's position is commensurate in rank to a member of the Senior Executive Service. Anstey oversees and directs the planning and development of the Exchange's internal and external Corporate Communication and brand marketing programs to support organizational growth, brand awareness, employee engagement, outreach initiatives and customer loyalty. He also determines strategies for communicating the organization's mission, vision, core values and priorities to service members and their families as well as a workforce of 35,000 through internal publications, media engagement, social media, videos and more. Anstey develops public affairs strategy to cultivate and enhance relationships with key influencers and oversees outreach to increase awareness, knowledge and understanding of the Exchange mission, benefit and contribution to military Quality-of-Life programs.

The Exchange operates more than 4,330 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 50 states, four U.S. territories and more than 30 countries. Additionally, the Exchange Credit Program manages a \$2.1 billion credit card receivables portfolio.

To support combat 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.

Diversity, equity and inclusion are at the core of the Exchange's culture and represent the strength of the organization. The Exchange challenges itself in its ability to recruit, hire, promote and retain a diverse and inclusive workforce to create business advantages and opportunities for growth. A major employer of Veterans and military spouses, the Exchange has hired more than 1,900 Wounded Warriors since 2010 and more than 55,000 Veterans and military spouses since 2013. The Exchange aims to hire a total of 75,000 Veterans and military spouses by 2030.

Anstey was born in St. Louis. He attended Texas Christian University, where he earned a bachelor's degree.

Before joining the Exchange, Anstey worked in Dallas/Fort Worth radio, television and print media. He began his Exchange career as a Copywriter at the Exchange's headquarters in 2001. Since then, he has held a variety of Exchange positions, including Public Affairs Specialist, Media Branch Manager, Senior Public Relations Manager, Executive Administrator, Corporate Communication Director, Vice President of Corporate Communication and Senior Vice President of Corporate Communication. Anstey was named to his current position in October 2021.

Anstey's performance over his Exchange career has earned him multiple awards, including three Extraordinary Achievement awards.

(Current as of March 2023)