



Jason Rosenberg
Army & Air Force Exchange Service
President

Jason S. Rosenberg is the President of 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 \$8.5 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 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.

Rosenberg's position is commensurate in rank to a member of the Senior Executive Service. In this capacity, Rosenberg leads the alignment of strategy for Merchandising; e-Commerce; Services and Food; and Store Operations, establishing a more cohesive approach for all customer touchpoints, creating opportunities for earnings and growth while maintaining the dividend. He is also the Chair of the Exchange Executive Diversity Board.

The Exchange operates more than 5,000 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 \$2.2 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 1,900 Wounded Warriors since 2010 and more than 57,000 Veterans and military spouses since 2013.

Rosenberg's 35-year career with the Exchange has enabled him to gain vast experience in the military resale market. He holds a bachelor's degree in Business Management and a Master of Business Administration in Strategic Leadership from Amberton University; he is fluent in German.

An "Army brat" born at Landstuhl Army Medical Center in Germany, Rosenberg began working for the Exchange as a summer hire custodial worker in Zweibrücken, Germany, in 1989. He has been honored and privileged to serve the Best Customers in the World ever since.

Rosenberg's initial management positions were in Germany as Express Manager at Zweibrücken; Sales Area Manager at Mannheim; and Sports Store Manager, Assistant Express Manager and Power Zone Branch Manager at Heidelberg. He was Main Store Manager at RAF Croughton, U.K., and Whiteman AFB, Mo., before becoming Sales & Merchandising Manager at Fort Hood (now Fort Cavazos), Texas.

In 2004, Rosenberg deployed in support of Operation Iraqi Freedom, where he was directly responsible for establishing and operating numerous retail, food and services facilities in Taji, Iraq, in support of U.S. troops.

Rosenberg returned stateside as Main Store Manager at Fort Bragg, N.C. His next assignment was as the General Manager at Fort Lee (now Fort Gregg-Adams), Va., and later Fort Jackson and Shaw AFB, S.C. He served as Main Store Manager at the Kaiserslautern Military Community Center mall at Ramstein, Germany, then as the Area Manager for Hawaii-Alaska-Kwajalein. In 2014, Rosenberg returned to Germany as Area Manager, and in June, he was promoted to Vice President for Europe/Southwest Asia. In May 2017, he was promoted to Senior Vice President of the Europe/Southwest Asia Region. He was named Chief Operating Officer in July 2020 and assumed his current role in March 2024.

Rosenberg's performance over his career has earned him seven Excellence Awards, nine Superior Accomplishment Awards and two Thanks Elite awards. He was awarded the Exchange Extraordinary Achievement Award in 2016 and 2024.

(Current as of March 2024)