



Making an Impact: Megan Chickrell Leads with Purpose

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Creating connections, driving collaboration and delivering results are at the heart of Megan Chickrell's work. As Manager of Loyalty Personalization for Ahold Delhaize USA, she is a vital link between support teams and leadership, translating ideas into action and making a meaningful impact. By helping drive engagement across millions of rewards members and about 350 stores, Megan has made a lasting difference on both customers and colleagues. Her dedication, leadership and results-driven approach earned her well-deserved recognition as one of Progressive Grocer's 2026 Top Women in Grocery.

"I'm motivated by the opportunity to make an impact," Megan said. "Whether it's creating a better experience for customers, helping a teammate grow or solving a challenging problem, I enjoy knowing my work makes a difference."

Megan leads strategic customer lifecycle initiatives that boost personalized customer engagement across channels. She supports programs for Food Lion, Giant Food and The GIANT Company, collaborating closely with colleague Kathleen Foushee, a 2025 TWIG winner, to develop scaled opportunities with all brands.

Megan partners with leadership to use data and collaboration to improve consumer relationships and plan effective launches. Last year, while spearheading the first unified Loyalty and Customer Relationship Management operating model, the team achieved triple-digit year-over-year growth in marketing campaigns. Here are a few more of her achievements:

- Improved targeting, campaign strategy and operational sales
- Improved sales-to-cost efficiency
- Supported execution of a multimillion-dollar personalized offer budget pool
- Led execution of an in-store kiosk pilot designed to expand offer activation to nondigital customers and increase trip frequency

Congratulations!

Thank you for your leadership and impact. Your work shaping personalized, omnichannel customer engagement makes you a deserving honoree in Progressive Grocer's 2026 Top Women in Grocery Awards, celebrating 20 years of extraordinary women in our industry.



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With curiosity driving her forward, Megan continuously looks for ways to leave things better than she found them. She advises other women in the industry to be fearless.

"Don't be afraid to raise your hand for opportunities, even if they feel outside of your comfort zone," she shared. "Build genuine relationships, stay curious and remember that leadership isn't just about delivering results, but also about how you support and elevate the people around you."

Building genuine relationships is a pillar of Megan's success, and she currently serves as a mentor through Loyalty360's mentorship program, supporting emerging professionals. She remains active in the Purdue Alumni Association, Alpha Xi Delta sorority and the Junior League of Charlotte. Through these connections, Megan continues to contribute to initiatives that strengthen communities.