



Jon Barber

Vice President of Marketing

Military Sales & Service Co.

Dallas, TX

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Jon Barber joined MSS in May of 2000 in the Field Management Division, coordinating and supporting worldwide field personnel. In the fall of 2001, Jon moved into a Territory Manager role working directly with AAFES stores in the TX, OK, AR, LA and NM area across all MSS retail divisions. By 2003, Jon was promoted to Regional Manager over the entire Central Region until a new opportunity in the summer opened up as a Field Director on the Victoria's Secret team. In early 2005, Jon took his in-store experience to lead the worldwide field organization as Director of Field Management for two years. In January of 2007, the electronics business was growing at MSS, Jon moved into a Director of Marketing position on the Bose team. After 4 years in CE, Jon moved into a Sr. Director of Marketing position in the Tactical Division responsible for 5.11 Tactical, Pelican and Flying Circle Bags for just over 2 years. In the fall of 2013 Jon moved back to CE, landing in his current role as VP of Marketing in Electronics. He is currently responsible for managing Toshiba, WD, Amazon, Belkin and Linksys.

Jon graduated from TCU with a B.S. in Economics and a minor in Business. He married his wife Alissa in September of 2004. They live with three children in Trophy Club where he coaches two soccer teams, the Little Rascals FC and Minions FC.

Connect with Jon on the below platforms:

www.linkedin.com/in/joncbarber

www.twitter.com/joncbarber