

Marcia Doyle

Coca-Cola Refreshments USA, Inc.

Marcia Doyle's career in military resale has spanned more than 20 years, and includes domestic and overseas sales experience. In 1993 she was a Territory Manager for All American Beverages in Germany, with responsibilities for Exchange, DeCA and MWR businesses. Marcia moved onto CONUS retailer HQ Account management in 2000, and joined Dunham & Smith Agencies in 2002. Her work required ongoing engagement with all major military resale partners and in 2011 she became the National Sales Lead, Retail, Military Exchanges for Coca-Cola Refreshments. A member of the ALA Exchange Council since 2012, Marcia chaired the 2013 ALA All Services Exchange Roundtable.