



**Jason Buechel**  
**Global Vice President, Chief Information Officer**

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Jason Buechel, global vice president and chief information officer, is responsible for all aspects of information technology at Whole Foods Market. A member of the company's global leadership team, he oversees the global technology team in Austin, Texas and the company's twelve regional offices located across the United States and in the United Kingdom.

Since joining Whole Foods Market in 2013, Buechel has focused on leveraging IT to drive operating efficiencies while also enhancing the company's already highly regarded in-store shopping experience and extending it beyond the four walls of the store. Other strategic IT initiatives under Buechel's direction include a new, single point of sale platform, Whole Foods Market's first customer loyalty program (affinity), online ordering and delivery (Instacart), mobile app platform, seamless mobile payment (Apple Pay) and a number of enhancements to the company's website. He also led the implementation of Workday, a platform aimed at automating and simplifying team member services (HR) and new labor scheduling/workforce management capabilities.

Prior to joining Whole Foods Market, Buechel spent 12 years at Accenture, where he was most recently managing director and partner in that company's retail operations practice, leading the retail channels practice for North America.

At Accenture, Buechel counseled leading retailers through strategic transformations across a broad spectrum of business and IT functions, with expertise in areas such as store operations, point of sale, mobility, IT transformation, application outsourcing, workforce management, e-commerce and tender management. Buechel has a bachelor's degree from the University of Wisconsin-Milwaukee and is an avid runner, adventure race competitor and traveler.