



Laura Croff, Vice President of People

Laura is an experienced professional with more than 20 years in human resources. She worked for Raley's from 2002 to 2011 and returned to the organization in 2016. She most recently held the title Senior Director of Human Resources, leading Raley's HR business partners and team member relations groups. In her current role as VP People, Laura leads the human resources strategy for the company, including labor relations, team member relations, compensation, benefits and talent acquisition. Prior to Raley's, Laura worked for Farmers' Rice Cooperative as the Director of Human Resources & Labor Relations.

Laura earned a Bachelor of Arts degree in Family & Consumer Sciences from California State University, Fresno. She has also earned and maintains multiple professional certifications, including: Senior Professional in Human Resources (SHPR), Professional in Human Resources - California (PHR-CA) and Society for Human Resource Management Senior Certified Professional (SHRM-SCP). She is certified to deliver 360-degree feedback and is a graduate of the University of Wisconsin-Milwaukee – Labor Relations/Negotiations program.

"We are fortunate to have Laura, a proven leader in building high performing teams and helping people achieve their potential," said Keith Knopf, Raley's President & CEO. "I am confident Laura will continue to advance Raley's as a purpose-driven organization."