



## 2025 Page International Exchange



**Daniella Vega**  
**Senior Vice President**  
**Health & Sustainability,**  
**Ahold Delhaize**

Daniella Vega has served as the Vice President for Health and Sustainability at Ahold Delhaize since April 2021. Daniella brings a wealth of experience – within retail and communications – in designing and implementing sustainability at the heart of business strategy.

Before joining Ahold Delhaize, she was a member of the executive team at Selfridges Group, a UK-based

department store chain. As Group Director of Sustainability, Daniella developed a robust long-term sustainability strategy and focused on empowering others to see the interconnections between themselves, business, society, and the environment. Under her leadership, Selfridges established a strong net zero carbon strategy, developed a risk-based approach to supply chain transparency, and launched 'Project Earth', a consumer- and brand-facing engagement initiative with the objective of changing the way we shop. She led sustainability teams across four markets and had responsibility for the development and implementation of sustainability strategy, governance and reporting across the Selfridges Group international portfolio.

Before joining Selfridges in 2014, Daniella had pioneered the sustainable business strategy for Sky Group, a direct-to-consumer media company, as Head of Corporate Responsibility (UK & Northern Ireland). Her work at Sky brought together her background in media production and her passion for sustainability and was recognized with a Guardian Sustainable Business Award in 2013 for communicating sustainability.



Daniella earned her Bachelor's Degree in Social Science from the University of Bath and went on to study climate science at Hult International Business School where she earned her Master's Degree in Sustainability & Responsibility.