Jeff Thomas

Senior Vice President – General Manager

H-E-B – Central Texas Region

Jeff Thomas is Sr. Vice President and General Manager of the Central Texas Region of H-E-B, which includes 81 stores throughout Central Texas. Jeff’s umbrella of leadership also includes other important areas of the business such as Real Estate, Marketing, Public Affairs, Loss Prevention, Human Resources, and Facilities.

Jeff began his career in 1975 as a courtesy clerk while attending high school. During his 41 years with H-E-B he has held a variety of leadership positions throughout Texas in operational and administrative roles and lived in several Texas cities.

In January 2005 Jeff returned to Austin where he has embraced the Austin lifestyle and enjoys all of the amenities that Austin has to offer. Jeff is a board member of the Hill Country Conservancy Stewardship Council, Texas State Aquarium, Texas C-5 Foundation, Texas PTA Advisory Council, American Heart Association, United Way for Greater Austin, and the Austin Mayor’s Health and Fitness Council.

Jeff graduated with a BBA in marketing and management from the University of Texas – San Antonio and the University of Southern California with an MBA. He continued his education with the Harvard Business School in the General Manager program.