

Located in Cincinnati, Ohio, Kristal is responsible for external communications and corporate reputation, and she serves as the national spokesperson for The Kroger Co., one of the world's largest retailers. Kroger employs nearly half a million associates who serve America through food inspiration and uplift 11 million customers daily through a seamless shopping experience and 2,800 grocery retail stores and e-commerce services.

She joined The Kroger Co. in February 2010 as the PR lead for the Texas market. Before joining Kroger, she worked at various full-service marketing and communications agencies, managing strategic communications for entertainment, lifestyle, hospitality, retail, and nonprofit brands.

PRWeek ranked Kristal #28 on its 2020 Power List, and she was also featured as one of 11 "Black Women to Know in PR, Tech & Digital Media" by EBONY magazine.