



Virginia Pivonka Purchasing Manager

A Texas native with roots running deep into the Gulf Coast, Virginia Pivonka was destined to be Rockfish Seafood Grill's Purchasing Manager.

The Louisiana State University graduate moved to Dallas, the home of Rockfish, in 1983, where she began working for Landlock Seafood Company. A part of the retail sales division, she played a key role in seafood sales to Skaggs Alpha Beta grocery stores (now Albertson's) and was quickly promoted to purchasing and inventory control. There she wore many hats as the fresh buyer, frozen buyer, food service operations manager, purchasing division manager and eventually the inventory division manager. She emerged cross-trained in all things seafood and an authority in the industry.

In 2003, Rockfish tapped Ms. Pivonka, then a 20-year veteran of the business, to serve as a food buyer for the company. Today, as purchasing manager for the 19 Rockfish neighborhood restaurants in four states, Ms. Pivonka sources all the seafood and manages pricing and quality control. She is ultimately responsible for bringing fresh and reasonably priced fish to each Rockfish chef partner so they can serve up their daily chalkboard specials, their New England Baked Stuffed Fish or Mexican Shrimp Martini exactly as it should be.

"Virginia lives and breathes seafood," says Rockfish President and COO Troy Cooper. "She is incredibly adept at what she does and has a vast amount of knowledge. She is a constant student and the reason our seafood is as delicious as it is affordable."

Married and with three kids, Ms. Pivonka enjoys history, traveling, gardening, music, LSU football and of course, seafood and favors boiled crawfish, crab and shrimp.

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