



Robert Price is CEO and president of PriceSmart, a public international retail company built on the membership retail model. He and his father, Sol Price, founded the Price Company, which introduced the pioneering Price Clubs in 1976. He lives in San Diego with his wife Allison. Their three children, Rebecca, Sarah and David, and two grandchildren also live in San Diego. The Price family has devoted resources, leadership and energy to philanthropy and community building, primarily through two charitable foundations. Price is the president of The Price Family Charitable Fund, a private family foundation, and The Price Charities, a public operation foundation. The mission of The Price Charities is "to improve the lives of families living in low income urban communities." Serving that mission, Price has led the City Heights Initiative, a holistic approach to revitalization of a mid-city San Diego neighborhood.