

GENERAL ORDERS }

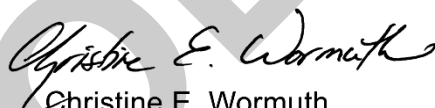
NO. 2021-06 }

HEADQUARTERS  
DEPARTMENT OF THE ARMY  
WASHINGTON, DC, 25 June 2021

**REASSIGNMENT OF THE OFFICE OF THE CHIEF ARMY ENTERPRISE MARKETING FROM A  
FIELD OPERATING AGENCY OF THE DEPUTY CHIEF OF STAFF, G-1 TO A FIELD  
OPERATING AGENCY OF THE ASSISTANT SECRETARY OF THE ARMY (MANPOWER AND  
RESERVE AFFAIRS)**

1. Effective 1 July 2021, the Office of the Chief Army Enterprise Marketing (UIC: W6WCAA) is reassigned from a field operating agency of the Deputy Chief of Staff, G-1 (UIC: W0ZZAA) to a field operating agency of the Assistant Secretary of the Army (Manpower and Reserve Affairs) (UIC: W00SAA). This reassignment includes transfer of authorities and responsibilities, personnel, and resources (funding, equipment, and property).
2. The Office of the Chief Army Enterprise Marketing will coordinate the Army's national marketing and advertising strategy, develop and maintain relationships with the marketing and advertising industry, and develop marketing expertise and talent within the Army to support the Regular Army, Army National Guard, and U.S. Army Reserve.

[SAMR]

  
Christine E. Wormuth  
Secretary of the Army

DISTRIBUTION: This publication is available in electronic media only and is intended for the Regular Army, Army National Guard/Army National Guard of the United States, and U.S. Army Reserve.