

CRM Tracker View: Walmart Inc.

Prepared by Mike Dirks | Sales enablement research exercise | October 17, 2026

DEMONSTRATION DOCUMENT

ACCOUNT

Company	Score	Stage	Last Activity	Next Step
Walmart Inc.	29 of 30, Tier A	Qualified	Oct 17, 2026: research brief and prospect map completed	Approve outreach to learning organization

CONTACTS

Contact	Public Title	Buying Center Role	Stage	Next Step
Lorraine Stomski	Senior Vice President, Associate Learning and Leadership	Program owner	Researched	Verify current title, then request introductory conversation
Donna Morris	Executive Vice President and Chief People Officer	Economic buyer and sponsor	Researched	No direct outreach; her public upskilling language anchors all materials
Daniel Danker	Executive Vice President, AI Acceleration, Product and Design	Tool rollout owner	Researched	Seek introduction via learning team after first conversation

ACTIVITY LOG

Date	Activity
Oct 17, 2026	Research completed: trigger events, buying center, and gap analysis logged from public sources.
Oct 17, 2026	Collateral tailored: one pager written for the Walmart learning audience, positioning Data Society as the application layer on top of certification.
Oct 17, 2026	Proposal outline drafted: AI Fluency in Practice pilot, 10 week plan. Pricing and cohort size left open for scoping with the Data Society team.

HANDOFF NOTE TO THE SALES TEAM

Walmart is Tier A at 29 of 30. Why now: the October 14 OpenAI announcement, a public \$1 billion training commitment, and a named learning organization already hiring. Recommended first move: an introductory conversation with the associate learning team on a one region manager pilot, using the one pager as the leave behind and the proposal outline as the second meeting asset. Watch outs: position as a complement to the OpenAI certification, never a replacement; re verify Lorraine Stomski's current title before outreach; expect questions on retail delivery capacity and answer with the Academy partnership model in the proposal. Clean handoff, next steps owned, no contact made yet.

Demonstration document prepared for a job application. A CSV export of this tracker accompanies it. All entries derive from public sources. Not affiliated with Walmart Inc. No contact has been made with any person named here.