

Prospect Map and Qualification: Walmart Inc.

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

DEMONSTRATION DOCUMENT

QUALIFICATION RUBRIC

Each account is scored out of 5 on six criteria drawn from the role's definition of success: a qualified and actionable target list. A score of 24 or above is Tier A, pursue now. 18 to 23 is Tier B, nurture. Below 18 is Tier C, monitor only.

Criterion	Score	Evidence, public sources
Announced budget or investment	5	Roughly \$1 billion committed to career driven training and education through 2026.
Trigger event within 90 days	5	October 14, 2026 OpenAI partnership expansion, certification commitment, and ChatGPT Enterprise rollout.
Identifiable buying center	5	People organization and Associate Learning and Leadership team named publicly, with named leaders.
Scale and repeatability	5	About 1.5 million US associates already using deployed AI tools; Academy infrastructure supports repeat cohorts.
Capability gap we can fill	4	Public program centers on self directed certification; no announced instructor led application layer by role. Score held at 4 until discovery confirms.
Openness to outside partners	5	Active public partnerships with OpenAI and Google on training, and technology partners on Academy delivery.
Total	29 of 30	Tier A. Pursue now.

PROSPECT MAP: PEOPLE, FROM PUBLIC SOURCES

Person	Public role	Role in buying center	Engagement angle
Donna Morris	Executive Vice President and Chief People Officer	Economic buyer and public sponsor of the certification commitment	Not a first touch. Reference point for strategy; her public upskilling statements define the language any approach should use.
Lorraine Stomski	Senior Vice President, Associate Learning and Leadership	Program owner for associate learning and Academy programming	Recommended first conversation. Owns the layer where an instructor led applied program would live. Confirm current title at outreach, as public sources span several years.
Daniel Danker	Executive Vice President, AI Acceleration, Product and Design	Owner of the AI tool rollout the training supports	Second conversation, ideally by introduction from the learning team. Angle: adoption and confident daily use of the tools his team deploys.

ACTIONABLE TARGET LIST OUTPUT

Account: Walmart Inc. Tier A, 29 of 30. First move: learning organization, applied AI for managers pilot concept. Assets ready: research brief, tailored one pager, proposal outline. Status and next steps are logged in the CRM tracker that accompanies this map.

Demonstration document prepared for a job application. People and roles identified from public sources only, including Walmart public statements, Walmart blogs, and published coverage. Titles should be re verified before any real outreach. Not affiliated with Walmart Inc. No contact has been made with any person named here.