

Target Research Brief: Walmart Inc.

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

DEMONSTRATION DOCUMENT

WHY THIS ORGANIZATION

Walmart is the largest private employer in the United States and is in the middle of the most public workforce AI training push in retail. The company has committed roughly \$1 billion to career driven training and education through 2026, runs a permanent training infrastructure in Walmart Academy, and has a stated people led, tech powered strategy. For a provider of instructor led data and AI training, Walmart is a textbook target account: enormous scale, an announced budget, a named buying center in its People organization, and a fresh trigger event this week.

WHY NOW: PUBLIC TRIGGER EVENTS

- **October 14, 2026:** Walmart and OpenAI announced an expanded partnership. Walmart confirmed it is among the first partners embracing OpenAI Certifications, is rolling out ChatGPT Enterprise to teams across the company, and is promoting AI literacy across its workforce.
- **Certification rollout:** Chief People Officer Donna Morris has publicly committed to a new no cost OpenAI certification for US associates, framed as part of a continued focus on upskilling so associates gain essential AI skills.
- **Tools already deployed:** Since June 2025 Walmart has deployed AI tools across its US associate base of about 1.5 million people, including real time translation in 44 languages and task management software that cut shift planning time from 90 minutes to 30 minutes.
- **Capacity signal:** Walmart Academy sits inside the Global Talent and Learning team, and the company is publicly hiring learning and development leadership for frontline programs, a sign of a team scaling to meet demand.

THE GAP THIS BRIEF IDENTIFIES

Walmart's public program is strong on access and certification: self directed learning, AI tools in associates' hands, and a credential at the end. What public announcements do not describe is the application layer: live, instructor led training that helps associates and managers use AI inside their actual roles, with retail specific examples, guided practice, and projects built on real operational work. That layer is where completion turns into changed behavior on the floor, in the supply chain, and in corporate teams, and it is exactly the layer an outside instructor led provider can supply without competing with the certification itself. Positioning matters: complement the certification, never replace it.

BUYING CENTER, FROM PUBLIC SOURCES

- **People organization:** owns training strategy and budget. Public face: Donna Morris, Executive Vice President and Chief People Officer.
- **Associate learning and leadership:** owns Academy programming and frontline learning. Public face: Lorraine Stomski, Senior Vice President, Associate Learning and Leadership.
- **AI acceleration:** owns the AI tool rollout the training must support. Public face: Daniel Danker, Executive Vice President, AI Acceleration, Product and Design.

RECOMMENDED FIRST MOVE

Open with the learning organization, not the C suite. Lead with the October announcement and a single specific idea: an instructor led applied AI program for store and supply chain managers that builds on the certification and

measures time saved and task quality, piloted in a limited cohort before any scale conversation. Bring the one pager in this package as the leave behind and the proposal outline as the second meeting asset.

Demonstration document prepared for a job application. Built entirely from public sources, including the Walmart and OpenAI announcement of October 14, 2026 (BusinessWire), Walmart public statements and blogs, and coverage in UNLEASH, Modern Retail, Chain Store Age, and TD Magazine. Not affiliated with Walmart Inc. No contact has been made with Walmart.