



Biography

DEFENSE COMMISSARY AGENCY

1300 Eisenhower Avenue,
Fort Gregg-Adams, Virginia 23801-1800

Edward W. Walters III

Executive Director of Sales, Marketing and Logistics

Ed Walters is the Defense Commissary Agency's Executive Director for Sales, Marketing and Logistics, overseeing the sales, marketing and logistics directorates with missions that directly impact the agency's annual sales over \$4.4 billion at 235 commissaries. His selection was effective Aug. 8, 2022.

Walters comes to DeCA from the U.S. General Services Administration (GSA), where he served as GSA's chief customer officer, a Senior Executive Service position. As GSA's chief customer officer since 2020, Walters led the Office of Customer experience, where he focused on improving customer experience and fostering a customer-first mentality throughout GSA's workforce.

From 2018 to 2020, Walters served as a senior advisor for the Army in the Pentagon, advising senior leaders on marketing research, analytics, return-on-investment and moving greater media mix to digital advertising. There, he oversaw the Army's restructuring of its customer marketing, customer market research, communications planning, systems and processes as well as customer insights and market segmentation.

Walters is a 1992 graduate of the United States Military Academy, and later graduated from the Army's Military Intelligence Officer Basic Course. He is also a graduate of the Infantry Officer Advanced Course; Survival, Evasion, Resistance and Escape-High Risk (SERE-C); Combined Arms and Services Staff School (CAS3); Pathfinder School; Ranger School; and Airborne School. He was honorably discharged from the Army in 1998 as a captain.

After the Army, Walters worked in a variety of government and private sector positions, starting with Kraft Foods, where he became brand manager. In 2004, he was a management strategy consultant for Booz Allen Hamilton, where he worked on several strategic planning and communications projects for clients like the Defense Information Systems Agency, the Department of the Army's G-1 and the Army Information Technology Agency.

Walters returned to government service as an Army civilian in 2006. First, as deputy assistant secretary for Strategy and Performance Planning and later as principal deputy assistant secretary for Recruiting and Retention. As the Army's chief marketing officer, he managed a \$250 million budget, provided oversight of the Accessions Command and promoted several national multimedia initiatives – most notably the "Army Strong" campaign.

From 2009-2017, he returned to the private sector, where he worked in various positions related to marketing and communications at ConocoPhillips, ACT Inc, Defense Mobile and StreetShares.

Walters earned a Bachelor of Science in environmental engineering from the U.S. Military Academy at West Point, New York in 1992; a Master of Business Administration from the Kellogg School of Management, Northwestern University, Evanston, Illinois in 2002; and a Master in Public Administration from the Kennedy School of Government, Harvard University, Cambridge, Massachusetts in 2004.

EDUCATION

2004, Master in Public Administration, Kennedy School of Government, Harvard University, Cambridge, Mass.
2002, Master of Business Administration, Kellogg School of Management, Northwestern University, Evanston, Ill.
1992, Bachelor of Science in Environmental Engineering, U.S. Military Academy, West Point, N.Y.

CAREER CHRONOLOGY

2020 - 2022, Chief Customer Officer, U.S. General Services Administration, Washington, D.C.
2018 - 2020, Senior Advisor, HQE, Department of the Army, Pentagon, Washington, D.C.
2017, Chief Marketing and Communications Officer, StreetShares, Reston, Va.
2014 - 2016, Chief Marketing and Communications Officer, Defense Mobile, Stamford, Conn.
2011 - 2014, Vice President, Marketing and Communications, ACT Inc., Iowa City, Iowa
2009 - 2011, General Manager, Communications and Public Affairs, Strategy and Research, ConocoPhillips, Houston, Texas
2006 - 2009, Principal Deputy Assistant Secretary for Recruiting and Retention/Chief Marketing Officer,



Department of the Army, Pentagon, Washington, D.C.
2006, Deputy Assistant Secretary for Strategy and Performance Planning, Department of the Army, Pentagon, Washington, D.C.
2004 - 2006, Associate, Booz Allen Hamilton, McLean, Va.
2000 - 2003, Brand Manager, Kraft Foods, Glenview, Ill.
1999 - 2000, Senior Associate Brand Manager, Kraft Foods, Glenview, Ill.
1998 - 1999, Assistant/Associate Brand Manager, Kraft Foods, Glenview, Ill.
1996 - 1997, Student, Special Forces Assessment and Selection (SFAS), Fort Bragg, N.C.; Infantry Officer Advanced Course, Fort Benning, Ga.; Survival, Evasion, Resistance and Escape-High Risk (SERE-C), Fort Bragg, N.C.; Combined Arms and Services Staff School (CAS3), Fort Leavenworth, Kan.
1995 - 1996, Executive Officer, 312th MI BN, 1st Cavalry Division, Fort Hood, Texas.
1994 - 1995, Military Intelligence Platoon Leader, 312th MI BN, 1st Cavalry Division, Fort Hood, Texas.
1993 - 1994, Battalion Intelligence Officer/Unit Deployment Officer, 1-5 CAV, 2nd BDE, 1 Cavalry Division, Fort Hood, Texas.

(Current as of May 2024)