



# Biography

## DEFENSE COMMISSARY AGENCY

1300 Eisenhower Avenue,  
Fort Lee, Virginia 23801-1800

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### **Edward W. Walters, III** **Executive Director of Sales, Marketing & eCommerce**

Ed Walters is the Defense Commissary Agency's Executive Director for Sales, Marketing and eCommerce, overseeing the Sales, Marketing and eCommerce 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.



#### **EDUCATION**

Master in Public Administration, Kennedy School of Government, Harvard University, Cambridge, Massachusetts  
Master of Business Administration, Kellogg School of Management, Northwestern University, Evanston, Illinois  
Bachelor of Science in Environmental Engineering, U.S. Military Academy, West Point, New York

#### **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, Virginia  
2014 - 2016, Chief Marketing and Communications Officer, Defense Mobile, Stamford, Connecticut  
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, Virginia

2000 - 2003, Brand Manager, Kraft Foods, Glenview, Illinois  
1999 - 2000, Senior Associate Brand Manager, Kraft Foods, Glenview, Illinois  
1998 - 1999, Assistant/Associate Brand Manager, Kraft Foods, Glenview, Illinois  
1996 - 1997, Student, Special Forces Assessment and Selection (SFAS), Fort Bragg, North Carolina; Infantry Officer Advanced Course, Fort Benning, Ga.; Survival, Evasion, Resistance and Escape-High Risk (SERE-C), Fort Bragg, North Carolina; Combined Arms and Services Staff School (CAS3), Fort Leavenworth, Kansas  
1995 - 1996, Executive Officer, 312<sup>th</sup> MI BN, 1<sup>st</sup> Cavalry Division, Fort Hood, Texas.  
1994 - 1995, Military Intelligence Platoon Leader, 312<sup>th</sup> MI BN, 1<sup>st</sup> Cavalry Division, Fort Hood, Texas.  
1993 - 1994, Battalion Intelligence Officer/Unit Deployment Officer, 1-5 CAV, 2<sup>nd</sup> BDE, 1 Cavalry Division, Fort Hood, Texas.

*(Current as of July 2025)*