



SETH DALLAIRE

Commander

DISC Type : D

Executive Vice President and Chief Growth Officer, Walmart Inc. at Walmart

San Francisco, California, United States

Overview

Seth Dallaire serves as Walmart's Executive Vice President and Chief Growth Officer, where he leads global enterprise platforms including digital advertising, Walmart+, and the VIZIO business. He holds an MBA from New York University and a BA from Vassar College, with previous leadership roles at Instacart and Amazon.

Drawing from his political science background, Seth shows an interest in public communication, evidenced by his board membership at the Ad Council, which focuses on social good campaigns.

Unique fact: He has been instrumental in expanding Walmart beyond traditional retail by building and scaling new revenue streams in media, membership, and data.

Personality Overview

Strong-Willed

Risk-Taker

Impact-Driven

They prefer to be the ones controlling the conversation or defining the terms. They take a lot of pride in personal achievements. More than the product, they care about the impact of the product.

Topics They Care About

Retail Media Evolution

He is scaling Walmart's advertising business, Walmart Connect, and leveraging the VIZIO acquisition to innovate in connected TV and AI-powered media optimization.

Global Marketplace Growth

His role focuses on expanding Walmart's global Marketplace platform, a key component of the company's enterprise-wide growth strategy.

Customer Membership Programs

Oversees Walmart+, the company's membership service, focusing on delivering value to customers and establishing a consistent revenue stream for the business.

Data-Driven Ventures

He leads Walmart Data Ventures, a division focused on monetizing the company's vast data assets to provide insights for partners and suppliers.

Social Impact Campaigns


[Predicted] His board position at the Ad Council suggests a passion for leveraging advertising and media platforms to address important social issues.

New York Sports

[Predicted] Having attended both Vassar College and New York University, he likely has an affinity for New York area professional sports teams.




Media Appearances



199: Walmart's Chief Growth Officer | Seth Dallaire (Part 1).
Featured in Apple Podcasts

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202: Reshaping Walmart: Seth Dallaire (Part 2). Featured in
Apple Podcasts

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Apple Podcasts



Consumer Omnichannel Insights & Engagement with
Walmart's Seth Dallaire. Featured in Spotify

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Spotify



Walmart's EVP & Chief Revenue Officer Seth Dallaire.
Featured in YouTube

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Live at Cannes Lions with Walmart's Seth Dallaire - The CPG
Guys. Featured in The CPG Guys

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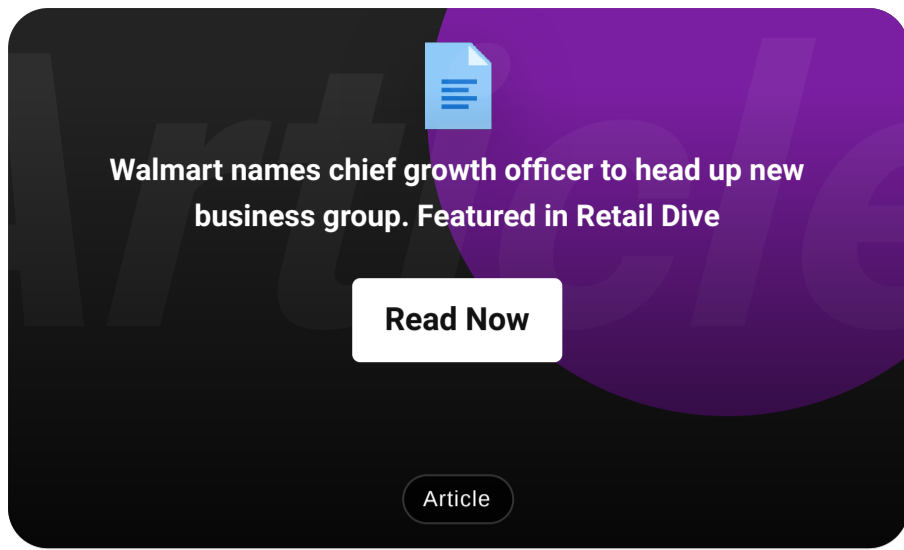
Article



Walmart Announces Leadership Changes. Featured in
Walmart Corporate News

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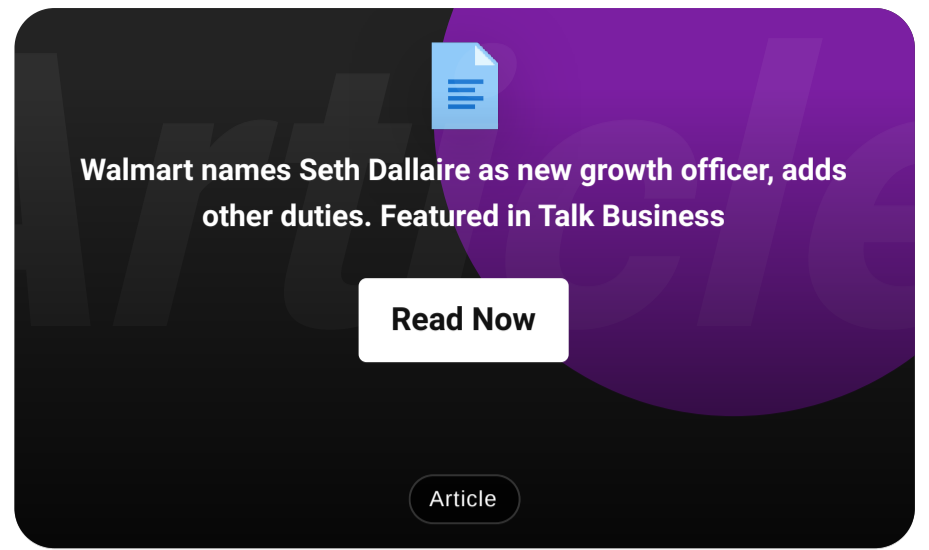
Article



Walmart names chief growth officer to head up new business group. Featured in Retail Dive

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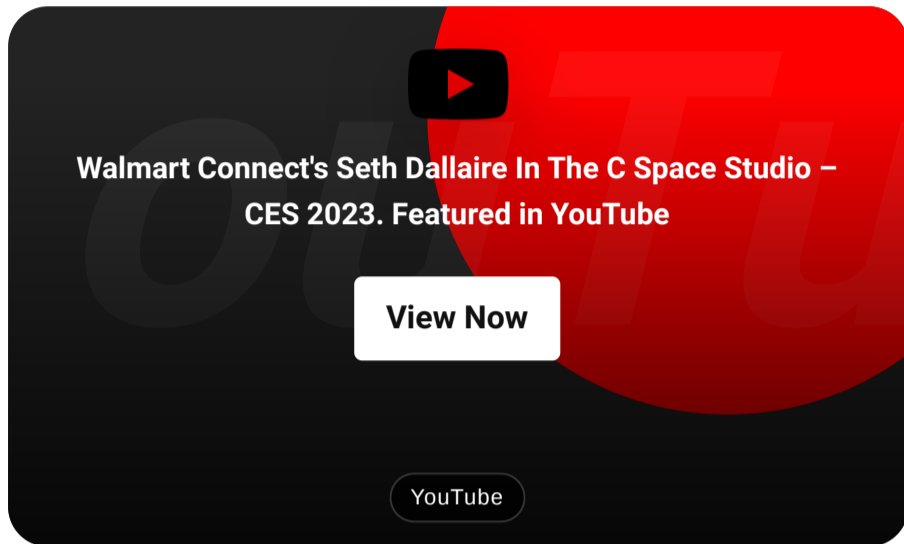
Article



Walmart names Seth Dallaire as new growth officer, adds other duties. Featured in Talk Business

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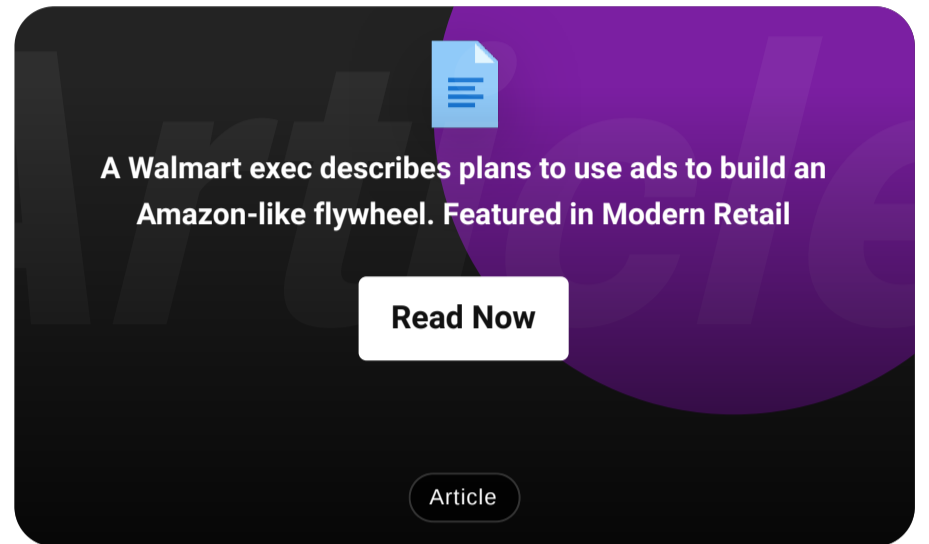
Article



Walmart Connect's Seth Dallaire In The C Space Studio – CES 2023. Featured in YouTube

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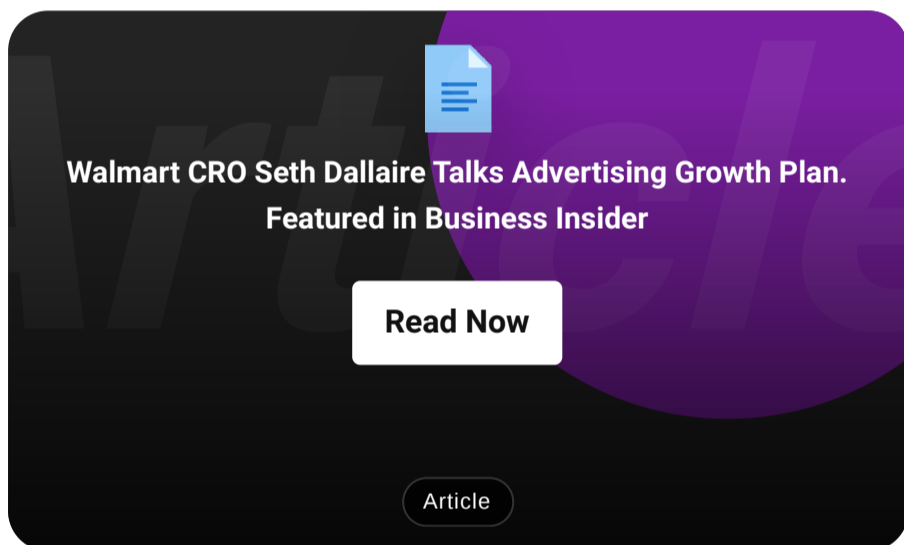
YouTube



A Walmart exec describes plans to use ads to build an Amazon-like flywheel. Featured in Modern Retail

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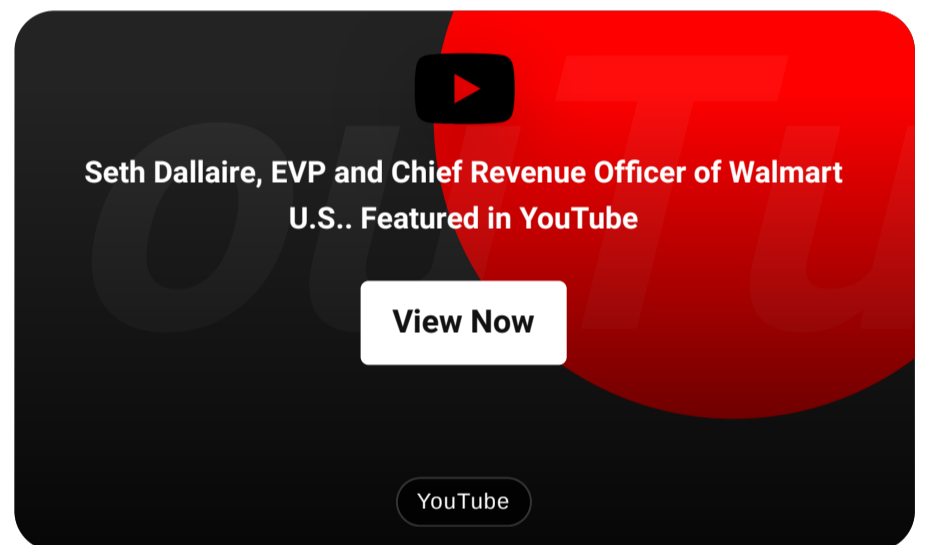
Article



Walmart CRO Seth Dallaire Talks Advertising Growth Plan. Featured in Business Insider

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Article



Seth Dallaire, EVP and Chief Revenue Officer of Walmart U.S.. Featured in YouTube

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YouTube

Work History

- 2-2026
Executive Vice President and Chief Growth Officer, Walmart Inc. at Walmart
- 2-2025
Board of Directors at Shift4
- 10-2024 - 2-2026
Executive Vice President and Chief Growth Officer, Walmart U.S. at Walmart
- 11-2021
Chief Revenue Officer at Walmart
- 11-2021 - 10-2024
Executive Vice President and Chief Revenue Officer, Walmart U.S. at Walmart

Education

- 1997 - 1999
MBA from New York University
- 1988 - 1992
BA from Vassar College

More Information

Social Presence :



Prographics :

Exp : **26** Location : **San Francisco, California, United States** Job Level : **Leadership**

Designation : **Executive Vice President and Chief Growth Officer, Walmart Inc. at Walmart**

Insights For Selling To Seth

👉 During A Call Or A Meeting

DO's

- Refer to testimonials from well-known industry leaders
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Objectively showcase the impact that your product creates

DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Do not spend too much time focusing on product tech or features
- Don't focus on process and rules, give the impression of being a 'gets it done' person

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Seth, this is Ayush at Humantic.

Opener: In 30 seconds if I could share how you can ship product 3x faster this year, can I go for it?

Introduction: We are the first ones to build an AI-powered DevSecOps platform that's revolutionizing what Technology teams can deliver.

Ask: Can I put 15 minutes on your calendar to show you how this completely changes your shipping velocity?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: 'Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Seth is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Seth

- *If they are not convinced, they will have no hesitation in telling you the same.*

Insights For Deal Planning

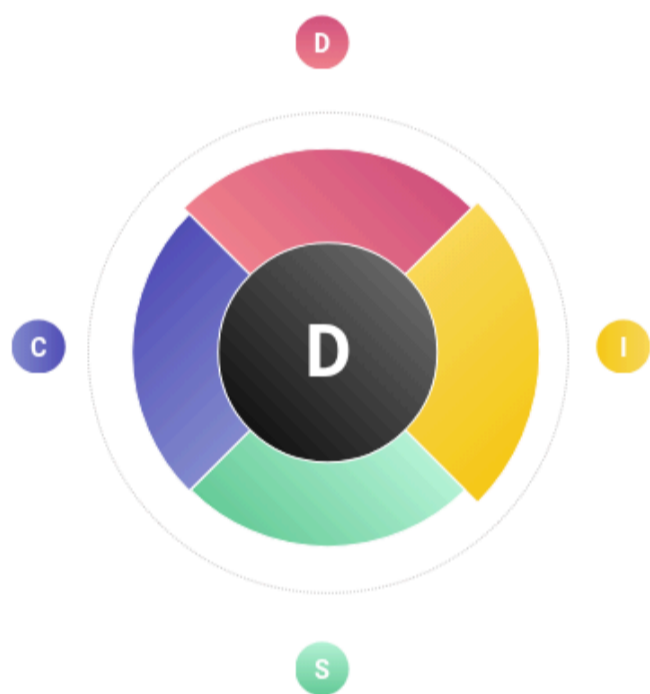
How Fast (Or Slow) Will Seth Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Seth Take Some Risk Or Not?

- *They don't mind risks but can be quite binary about them.*

DISC Profile : Seth's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.