



Carla Dodds
Director, Multicultural Marketing
Walmart U.S.

Carla Dodds is the director of multicultural marketing of Walmart U.S. She is responsible for developing and executing Walmart's Hispanic and Asian marketing strategies and leads all aspects of the business across the U.S. including consumer insights, creative, media, merchandising and public relations.

Carla joined Walmart in 2008 as senior manager, marketing vendor management.

Prior to joining Walmart, Carla held management roles in the areas of Hispanic marketing, strategic alliances and vendor management at TXU Energy, and more recently at First Choice Power. She has a strong business background having worked with organizations such as Liberty Mutual, the Inter-American Development Bank, Texas Pacific Group and Meridian Global Solutions. Carla started her career at Walmart International in Argentina within merchandising and also played a role for market-entry into Argentina and Brazil.

Carla earned a received a Bachelor of Arts degree in international relations from Texas State University and an MBA from Johns Hopkins University.

SUNDAY, August 8, 4:40 p.m.
Opening Address

