

Drew Walls

Retail Media Sales and Strategic Accounts

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Retail media and enterprise sales leader with 15+ years across retailers, advertising technology, and agencies. Current Sales Director, Retail Media at Broadsign, with experience expanding Sam's Club's national in-club media network. Closed \$5.5M in annual recurring revenue at Wovenmedia and \$14M in new enterprise business at Sonoco. Strengths include strategic sales planning, complex negotiations, forecasting, and executive relationships.

Professional Experience

Broadsign

Sales Director, Retail Media | Feb 2026 - Present

- Signed Broadsign's first U.S. retail media network agreement with Pharmavision for a planned Q4 2026 rollout of 2,000 screens across Kroger pharmacies.
- Develop U.S. retail media opportunities through strategic account planning, customer discovery, and qualification across grocery, convenience, and specialty retailers.
- Translate retailer business requirements into tailored sales proposals and RFP responses for content management, ad serving, and programmatic monetization.
- Engage customer executives and commercial and technical stakeholders to define scope, align requirements, and advance complex sales opportunities.

Wovenmedia

Director of Client Leadership / Head of Strategic Client Growth | May 2021 - Feb 2026

- Closed \$5.5M in annual recurring revenue and led deployment of 7,200+ digital endpoints, including Sam's Club's in-club digital signage network.
- Exceeded the 2024 P&L target by \$2M through labor optimization, vendor negotiations, and operational improvements.
- Led RFP responses, master service agreement (MSA) and statement of work (SOW) negotiations, and quarterly business reviews to support renewals and account growth.
- Built and led a Customer Success team; launched Power BI reporting for programmatic ad analysis, network operations, and executive insights.

Sonoco Display & Packaging

Strategic Account Manager | Mar 2018 - May 2021

- Closed \$14M in enterprise new business with Walmart and Albertsons, managing the sales process from RFP and negotiation through contracting and program launch.
- Grew Walmart account revenue from \$200K to \$4M over two years through strategic account expansion.
- Secured an \$8M Albertsons contract, extending Sonoco's enterprise retail business.
- Built and managed a \$20M+ qualified pipeline with 90%+ forecast accuracy.

Professional Experience Continued

The Mars Agency

Account and Operations Lead, Client Leadership | Aug 2014 - Nov 2017

- Oversaw a \$50M+ Bentonville client portfolio spanning Campbell's, T-Mobile, Samsung, Walmart, and Sam's Club, with responsibility for financial governance and resource planning.
- Directed Walmart Associate Marketing and Global Customer Insights and Analytics initiatives, managing P&L, forecasting, executive reporting, and client deliverables.
- Co-authored Walmart's customer journey framework and synthesized Nielsen/IRI shopper insights for Marketing and Merchandising executives.

Mosaic North America

Manager, Client Services | Feb 2012 - Jul 2013

- Directed in-store merchandising and activation for Walmart's video game category, aligning publisher objectives with retailer goals.
- Managed partnerships with Sony, EA Sports, Take-Two Interactive, and Disney; led program budgets, margin targets, and field execution planning.

Walmart

Strategic Sourcing Marketing Consultant | Feb 2011 - Feb 2012

- Negotiated marketing supplier contracts delivering \$5.6M in annual recurring savings.
- Led enterprise RFP processes across Marketing, Creative, Private Label Packaging, and Brand Activation; helped establish vendor evaluation and contract governance practices.

Walmart

Marketing Manager, Customer Experience Division | Dec 2008 - Jan 2011

- Helped launch Walmart's Customer Experience Division, connecting marketing, merchandising, floor planning, and fixturing for national retail programs.
- Led multi-category signage programs and coordinated vendors and internal teams on store resets, brand consistency, and customer experience.

Core Skills

Retail media strategy; enterprise sales; strategic sales planning; account growth; opportunity qualification; pipeline forecasting; sales proposals and presentations; RFPs; contract negotiation; client onboarding; executive stakeholder management; cross-functional leadership; P&L management; shopper insights.

Salesforce; Power BI; Tableau; advanced Excel; Microsoft 365; Jira and Confluence.

Education

Arkansas State University | Bachelor of Science in International Business, 2007

Universidad de Monterrey | Global Internship in International Business, 2007