

DELIA GARCIA

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SUMMARY

Dynamic, forward-thinking corporate affairs professional with extensive community engagement experience and an exceptional 25+-year career leading cross-functional communications, public affairs, government relations, and philanthropic initiatives in local, national, and global organizations. Enthusiastic brand advocate and innovative problem-solver with record of engineering and executing successful local and national brand reputation strategies influencing a wide range of internal and external audiences. Trusted advisor to senior and executive business leaders. Highly skilled in leading complex, sensitive projects and initiatives requiring significant self-direction and exploration of novel approaches in creating shared stakeholder and community value.

SKILLS & EXPERTISE

- Strategy Development
- Proactive/Reactive Media Relations
- Public Relations & Message Management
- Business Development
- Community & Stakeholder Engagement
- Crisis Prevention & Management
- Public Speaking
- Advocacy & Lobbying

EXPERIENCE

WALMART STORES, INC, Bentonville, AR

Sr. Director, Global Communications | Global People/Total Rewards 2020 – 2022

Responsible for a broad and complex Total Rewards communications portfolio impacting 1.6 million U.S. based associates and for executing comprehensive communications strategies that drive awareness, engagement and utilization of benefits programs, increase comprehension of performance rewards, and build Walmart's reputation as the best place to work.

WALMART STORES, INC, Bentonville, AR

Sr. Director, Global Communications | Food & Consumables 2020

Led consumer PR and media relations for the company's Food and Consumables business units, with a focus on communicating the company's brand promise to serve customers whenever, however, and wherever they want and provide an assortment of core products they need and new items to discover.

WALMART STORES, INC, Bentonville, AR

Sr. Director, Global Communications | Local Communications 2016 – 2020

Led diverse team of seasoned, highly engaged field-based PR/communications professionals and nearly thirty PR agencies responsible for localizing corporate announcements and initiatives and telling impactful local stories through traditional and social media channels that influence the company's reputation with diverse internal and external audiences, including associates, customers, thought leaders and other stakeholders.

WALMART STORES, INC, Bentonville, AR

Director, Corporate Communications 2011 – 2016

Executed effective multi-channel media and communications strategies for 21 states representing >1600 retail locations that advance Walmart's reputation, achieve business critical objectives, and minimize political and brand risk.

ADDITIONAL EXPERIENCE

WALMART STORES, INC, Bentonville, AR, **Sr. Manager | Director, Public Affairs & Government Relations**, 2004 – 2011. Developed and executed effective long-term public affairs and government relations strategies in Arizona, New Mexico, Nevada, and Utah that positioned Walmart as a leader in (1) shaping the local business agenda, (2) community involvement, (3) corporate philanthropy, (4) legislative policy, and (5) local community issues.

WALMART STORES, INC, Bentonville, AR **Manager, Walmart Foundation**, 2003 – 2004. Hired to build relationships and create advocates among local, regional national diversity organizations. Increased local and regional leadership engagement with diverse organizations and provided counsel to make local store and corporate charitable giving more strategic.

ARIZONA HISPANIC CHAMBER OF COMMERCE, **President & CEO**, 2001 – 2003. Hired to craft a fresh vision to energize the Board of Directors, staff, volunteers, and members, create stakeholder value, strengthen credibility, and elevate the chamber's position within the local, regional and national business community.

ARIZONA DEPARTMENT OF COMMERCE, **Director of Minority & Women Owned Business Programs; Director of Small Business Assistance Center**, 1999 – 2001. Directed programs to promote successful entrepreneurship among minority and women business owners statewide and worked to achieve greater inclusion and representation in state contracts. Led programs to strengthen small business growth and inspire entrepreneurship throughout the state and collaborated with other business organizations to create a business-friendly environment.


ARIZONA SECRETARY OF STATE, **Director of Census 2000 Campaign** 1999 – 2000. Appointed to lead special project designing and executing an innovative plan to engage local communities across Arizona in Census 2000 and increase participation in the 2000 census, especially among diverse, historically undercounted, hard to reach populations, including Native American and rural communities.

CITY OF PHOENIX COMMUNITY AND ECONOMIC DEVELOPMENT, **Management Assistant I | Small Business Programs** 1996 –1999. Tasked with elevating small business programs and community development initiatives, including the Small Business Expo and Seminar in Español, Greater Phoenix Black Chamber of Commerce, and the 7th Avenue Merchants Association.

U.S. DEPARTMENT OF EDUCATION, OFFICE OF POST-SECONDARY EDUCATION, Washington, DC, **TREO Program Manager** 1993 – 1994; Summer 1995 Entrusted with management of approximately \$30 million to more than 100 post-secondary education grant programs for at-risk students throughout Michigan, New York, New Hampshire, and Puerto Rico and monitored program compliance

EDUCATION

Harvard University 
John F. Kennedy School of Government
Cambridge, MA
Master in Public Policy
Concentration: Housing & Urban Development

Saint Mary's College 
Notre Dame, IN
Bachelor of Arts
Majors: Political Science/Spanish
Minor: French

COMMUNITY, VOLUNTEER & BOARD LEADERSHIP

- Cliffs of Moher/Nicholas' Room
- SOCO Church Volunteer
- Bentonville Public Library
- Saint Mary's College Board of Trustees/Chair, Diversity, Equity & Inclusion Special Project Taskforce (Past)
- Church mission to Nepal (2018)
- Church mission to Nairobi, Kenya (2010)
- Phoenix Police Reserve Foundation Board of Directors, Board President (Past)
- Arizona Chamber of Commerce Board of Directors (Past)
- Fresh Start Women's Foundation Board of Directors (Past)
- Greater Phoenix Chamber of Commerce Board of Directors (Past)

AWARDS & RECOGNITIONS

- Irish Cultural Center & McClelland Library Anam Cara Award
- Valle del Sol Rosa Carrillo Torres Humanitarian Award
- Aguila Youth Leadership Award
- United Cerebral Palsy of Central AZ Lifetime Achievement Award
- Harry S Truman Scholar
- Woodrow Wilson Fellow