

LEVERAGING GIS FOR BUSINESS SUCCESS: A CASE STUDY OF WALMART

**WEDNESDAY
MARCH 6, 2024**

**Dinner at 5:30 p.m.
Talk 6 – 7:10 p.m.**

University of Redlands, Casa Loma Room
1230 E Brockton Ave, Redlands, CA 92374



**RSVP by
March 4**

<https://forms.office.com/r/LrmvCYDAs0>

This talk by Aaron Rios will focus on how Walmart, one of the world's largest retailers, has harnessed the power of GIS to drive efficiency and success. The talk will provide a historical overview of Walmart's growth and highlight the strategic utilization of GIS technology. Various examples will be shared, showcasing the diverse applications of GIS in areas such as merchandising, disaster preparation and response, real estate, incident planning, and marketing. These examples will illustrate the tangible benefits that Walmart has derived from leveraging GIS. The talk will address potential hurdles that Walmart has encountered during the implementation of GIS initiatives and how the company works to overcome them. Additionally, it will touch upon emerging trends and future opportunities for Walmart to further enhance its utilization of GIS technology. The talk will showcase the immense value GIS brings to the company.



About Aaron Rios

Aaron Rios is a highly experienced professional who has dedicated an impressive 30 years of his career to Walmart. Currently he serves as Director of Public Affairs Strategic Initiatives across the United States. He has held various roles in Public Affairs, Government Relations, and Operations. His impressive career trajectory includes being part of the leadership team for the first multi-level store in the company, becoming a store manager at the age of 23, running one of the company's early \$100 million Supercenters at the age of 26. As a Market Manager, he was responsible for 12 stores in the Inland Empire and high desert regions of Southern California, overseeing over 4,000 associates and annual sales exceeding \$800 million.

Aaron resides in Redlands, California and he and his wife have three children, Aaron's extensive experience and dedication to Walmart's mission have made him an invaluable asset to the company. His contributions have helped shape the company's public image and strengthen its relationships with various stakeholders.