Business and Society: Lessons Learned from Walmart’s Corporate Social Responsibility Journey

Beth Keck
Senior Director, Women’s Economic Empowerment
Walmart Stores, Inc.

Thursday, March 12 | 5 - 6 pm
R 1220 | Ross School of Business | 701 Tappan St
Reception immediately following

With more than $470 billion in revenue, Walmart has an opportunity to use its scale for social good. Beth Keck, Senior Director for Women’s Economic Empowerment, will discuss key turning points in Walmart’s corporate social responsibility journey during the past decade; how the company has developed sustainability and women’s economic empowerment strategies and commitments commiserate with its size, and the role of partnerships with government, NGOs, academics and others in achieving results.

In her current role, Beth leads strategy and oversees implementation of Walmart’s commitment to train one million women in retail and factories, on farms, and in the US workforce. Through its global Women’s Economic Empowerment initiative, Walmart has set goals and invested more than $75 million in philanthropic giving to help change the lives of women around the world.

Beth has an extensive background in international business, public affairs and sustainability, with a specialty in China and Asia. From 2008 to 2013 she was Senior Director of Sustainability where she led landmark initiatives such as Walmart’s global sustainable agriculture platform strategy and the company’s 2008 Beijing Sustainability Summit. She received one of Walmart’s highest honors, the Sam M. Walton Entrepreneur of the Year Award, for her contributions to sustainability. She joined Walmart as director of International Corporate Affairs in 2004. Prior to Walmart, Beth spent eight years in China as the U.S. Federal Aviation Administration senior representative for North Asia and The Boeing Company Asia-Pacific vice president for air traffic management. She began her career in Washington, D.C., as a Presidential Management Fellow with the U.S. Department of Commerce International Trade Administration.

She is co-chair of the World Economic Forum New Vision for Agriculture Project Board; a member of the Council on Foreign Relations, the Inter-American Development Bank New Employment Opportunities Steering Committee, the Asia Society Center on US-China Relations Advisory Board, the National Committee on US-China Relations, the Arkansas World Trade Center Board of Advisors, and the Bentonville Noon Rotary Club. She has a Master’s degree in international economics and Chinese studies from The Johns Hopkins School of International Studies and a Bachelor of Journalism degree from the University of Missouri School of Journalism.