

Dale Treece

Retail Ecommerce Strategy | Digital Shelf Analytics | Agentic AI

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SUMMARY

“Brands grow on a big idea”, and that’s true, but the years have taught me they also grow on the many smaller, tedious, and unglamorous ideas: the briefs. Good leadership leads the brand, their team, and their agencies.

I moved from creative to shopper marketing to ecommerce, and then founded a retail analytics platform, and the same pattern held at every stop. The people who win have the research, the systems and the right tools, agentic AI among them, and they put it all into a brief that points everyone the same way. That is what I do. Hand me the ecommerce and the content, and the leadership of both, so you can do the thing that matters: growing the brand.

SKILLS

Ecommerce strategy, digital shelf analytics, retail media, shopper marketing, campaign strategy and planning, strategic briefs, agency direction, shopper insights, competitive research, item page and content quality, SEO, product information management (PIM), analytics software (SQL, Domo), agentic AI workflows, AI shopping discovery (Sparky), product management, creative direction, team leadership. Retailers and marketplaces: Walmart, Walmart Marketplace, Amazon, Target, Kroger.

PROFESSIONAL EXPERIENCE

Product Manager, Digital Shelf Analytics & AI | Syndigo 2025 – 2026

- Directed product development and management for the digital shelf analytics line after Syndigo acquired 1WorldSync, including AI and agent tooling.

Digital Shelf Analytics Lead | 1WorldSync 2023 – 2025

- Led the digital shelf analytics product as it grew beyond Walmart.com to cover Kroger.com and Target.com.
- Packaged the analytics with the company’s product information management (PIM) platform.

Co-Founder, Developer and Director of Product | Webata 2019 – 2023

- Founded a digital shelf analytics company and built the software myself in SQL on Domo: an analytics and insights tool for winning digital shelf placement in mass retail ecommerce.
- Sold the company; the product line continued in ‘earn-out’ at 1WorldSync and then Syndigo.

SVP Analytics, Insights and UX | WhyteSpyder 2018 – 2019

- Wrote and designed software that scored Walmart.com item page quality, with direction on how to build the most effective, informative item pages.
- Led a team of 8+ content analysts and creators of graphics, photography, video and writing; helped lead new client presentations and item evaluations.

Digital Strategy Consultant | G3 SEO 2017 – 2018

- Audited the health and competitiveness of client digital programs, from foundational SEO and UX through social and content execution, and built action plans to drive traffic and conversion.

Senior Director, Strategy and Planning | Mirum Agency 2016 – 2017

- Led client and agency strategic planning from a shopper marketing perspective across digital and social: annual and campaign plans, strategic briefs, creative review and shopper insight.

Campaign Development (Store, Above-the-Line, Digital) | Walmart 2013 – 2016

- Insight lead and author of the strategic briefs for Walmart marketing programs and initiatives; briefed all Walmart agencies of record and drove their work toward a planned, omnichannel ecosystem.
- Developed and drove media and communication strategy, plans and reporting.

- Worked with Walmart marketing partners to develop strategic Retail media programs from a shopper activation media perspective.

EARLIER EXPERIENCE

Director of Retail Marketing | TracyLocke

Earlier roles at TracyLocke: Shopper Marketing Strategist; Group Creative Director.

- Led HP to Walmart Vendor of the Year two years in a row, and grew relationships between Walmart and HP, and Walmart and Kimberly-Clark, from manager level to C-level.
- Won three Effies: “How To Train A Dragon” (HP/Walmart), “Make the Smart Play” (HP/Office Depot) and “U by Kotex” (Kimberly-Clark/Walmart).
- Led and developed five Walmart/HP and Walmart/Kimberly-Clark Innovation Summits; led TracyLocke to a #3 HUB shopper marketing agency ranking and Kimberly-Clark to #8 among shopper marketing companies.
- Creative and strategy lead for HP, Cottonelle, Depend, Poise, Kotex, Viva, Best Buy, OfficeMax, CVS, Walgreens and Family Dollar.

Group Creative Director | Saatchi & Saatchi X

- Helped develop industry-adopted shopper marketing principles that led to the Walmart Plano, Texas test store and a \$9MM agency-of-record contract; pioneered the agency’s first Environmental Creative Design team.
- Group creative and strategic lead for Walmart Project Blue (forerunner of Project Impact), plus the Walmart Electronics, Home and Food department programs.
- Creative lead for Tide, Charmin, Crest, Pampers, Pringles, Folgers, Kleenex, Pillsbury, Disney, 7-Eleven and QuickTrip.

CLIENTS AND BRANDS



Walmart, HP, Kimberly-Clark, Procter & Gamble, Unilever, Tyson, Disney, Best Buy, OfficeMax and Office Depot, CVS, Walgreens.