

# KIRT MORRIS

## PEOPLE OPERATIONS & TALENT STRATEGY EXECUTIVE

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### EXECUTIVE SUMMARY

People operations executive with 25+ years bridging enterprise technology delivery and global people strategy in professional services. I build workforce analytics infrastructure, scalable talent programs, and operational systems for organizations that are growing faster than their people function can support. At Merkle/Dentsu, I built the first global people function from zero, serving 16,000+ employees across the Americas, EMEA, and APAC, managing a \$12MM budget over five years with measurable impact on workforce composition, retention economics, and leadership bench strength.

### CAREER HIGHLIGHTS

#### **Global Chief Culture Officer, Merkle / Dentsu (2020 to 2025)**

Built the first global people operations function from zero as a center of excellence. Established 11 Employee Resource Groups with a 1,300-person champion network. Designed workforce analytics frameworks using Workday to surface attrition drivers, promotion velocity, and representation gaps. Drove a 4% rise in women executives and 7% growth in underrepresented talent. Launched the LIFT leadership program yielding three internal promotions in six months. Formed Merkle's first Howard University partnership increasing diverse recruitment by 35%. Published in Quartz, Digiday, and Afrotech. Five industry awards including Microsoft DEI Champion of the Year.

#### **Senior Director of Data Management, Merkle (2020)**

Led a \$10M digital transformation for Canon USA. Restructured delivery for Under Armour reducing costs by 10% and improving profit margins by 20%. Managed strategic CRM implementations for Fortune 500 clients including Lowe's (\$3M program, \$1M in savings) and Clorox (15-person multi-brand platform).

#### **Delivery Engagement Leader, Merkle (2011 to 2020)**

Managed \$250M consumer marketing platform for Procter & Gamble, growing operational efficiency by 18% and system reliability by 27%. Led infrastructure optimization reducing nightly system updates from 18 hours to 4 to 6 hours. Oversaw full lifecycle delivery for enterprise retail and CPG clients.

#### **Manager to Consultant, Capgemini Ernst & Young (2000 to 2007)**

Progressive career across Health & Life Sciences, Telecommunications, Media & Entertainment divisions. Advanced from Consultant to Manager delivering enterprise technology solutions for Fortune 500 clients in a professional services environment.

### EDUCATION AND CREDENTIALS

M.S. Computer Information Systems, University of Phoenix  
B.S. Computer Science, University of Maryland  
Project Management Professional (PMP)  
Building Organizational Cultures, Harvard  
Business & Sustainability, University of Cambridge  
Connected Leaders Academy, McKinsey & Company  
Building Financial Acumen, Duke Corporate Education  
Certificate in DEI, Georgetown University

### GOVERNANCE AND ADVISORY

Board of Directors, Genesys Works National Capitol Region (2021 to Present)  
Strategic Advisor, Cultural Academy for Excellence (2025 to Present)  
Chief Technology & Transformation Advisor, Mind for Mission

### SELECT AWARDS

Microsoft Advertising DEI Champion of the Year (2018)  
Digital Revolution Awards: Diversity & Inclusion Employer of the Year, UK (2022)  
Building Futures Award, Genesys Works (2022)  
US Agency Awards Shortlist: Best Inclusion & Diversity Initiative (2023)

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