

KIRT MORRIS

OPERATOR TURNED WORKFORCE STRATEGIST

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EXECUTIVE SUMMARY

Enterprise performance strategist with 25+ years bridging technology delivery and people strategy for Fortune 1000 organizations. I build talent systems that reduce attrition cost, accelerate promotion velocity, and protect margins. At Merkle/Dentsu, I led a global culture function serving 16,000+ employees across the Americas, EMEA, and APAC, managing a \$12MM budget over five years with measurable impact on workforce diversity, retention economics, and leadership bench strength.

CAREER HIGHLIGHTS

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

Built the inaugural DEI function as a global center of excellence from zero. Established 11 Employee Resource Groups with a 1,300 person champion network. 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 thought leadership 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 major clients.

EDUCATION AND CREDENTIALS

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

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)