

Gonzalo Morillas

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SUMMARY

Strategy and transformation leader with 8 years of experience leading complex business and technology initiatives for Fortune 500 organizations. Trusted advisor to executive stakeholders with a track record of aligning cross-functional teams, navigating ambiguity, and delivering measurable outcomes across technology, operations, organizational change, and capability building.

WORK EXPERIENCE

Credera | 2021 – Present

Manager, Strategy & Transformation | January 2023 – Present

- Architected a global MarTech capability-building program for McDonald's, upskilling 900+ marketers and agency partners across 100+ markets on marketing platforms and customer engagement models, leading to a \$1.75M follow-on expansion
- Implemented an innovation management platform for the U.S. Army Enterprise Marketing Office, establishing prioritization workflows and idea performance tracking that drove 98% adoption across 500+ stakeholders within 2 months
- Led the change strategy and communications for General Motors' \$100M CRM modernization. initiative, coordinating 10 marketing agency transitions and driving organizational and stakeholder readiness across 4 vehicle brands
- Designed an agile operating model for a 65-person GoArmy.com dev team across 6 functional pods, establishing intake processes, prioritization frameworks, and operating standards that improved content deployment cycle times by 40%
- Directed a multi-workstream technology transformation for Kelly Services impacting 5,000+ employees, leading program governance, stakeholder alignment, executive communications, readiness, and adoption across 5 enterprise systems
- Shaped the \$1.6M Phase 2 expansion of the U.S. Army's AI-powered recruiter training platform, aligning multiple agencies on priorities, negotiating scope and tradeoffs, and developing the 12-month delivery plan that secured program funding

Senior Consultant, Strategy & Transformation | June 2021 – December 2022

- Led cross-functional cybersecurity engineering teams as Product Manager for Southwest Airlines' Workday implementation, migrating 200K user identities across 75 enterprise systems with a sub-1% error rate
- Supported the org redesign of Southwest Airlines' cybersecurity organization, enhancing intake processes, strengthening engineering enablement, and optimizing 50+ internal IT operations servicing ~70k employees

CrossCountry Consulting | 2019 – 2021

Senior Consultant, Technology Solutions | March 2020 – June 2021

- Led implementation of SaaS financial and spend management solutions for 20 mid-market and enterprise clients, consistently increasing pre-approved spend to 85% and digital invoicing adoption to 80% within 3 months
- Improved operational efficiency across AP, FP&A, and Procurement functions through process redesign and supplier rationalization, reducing supplier counts by 15% and generating an average of \$500K in first-year savings

Consultant, Technology Solutions | June 2019 – March 2020

- Facilitated requirements gathering, solution design, and stakeholder alignment across procurement and finance functions for 10 growth clients, translating business needs into scalable ERP and spend management configurations and workflows

Watermark Community Church | 2018 – 2019

College Ministry Resident | June 2018 – May 2019

- Managed volunteer operations and ministry logistics to execute weekly programming serving 10,000+ college students and young adults across onsite and regional livestream locations

EDUCATION

Oklahoma State University, Stillwater, OK

Bachelor of Science in Business Administration, *Finance*

Bachelor of Science in Business Administration, *Marketing*

Grade Point Average, 3.902

CERTIFICATIONS

- Certified Change Management Professional, ACMP
- Certified Scrum Product Owner, Scrum Alliance
- Coupa Platform Certification – P2P, SIM, CLM, Coupa Pay, Inventory, and Expenses