Kelly C Gaskin

HR Technology, Automation & AI Executive | Workday HCM & Payroll

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EXECUTIVE SUMMARY

HR technology and payroll executive with 20+ years building and scaling Workday programs, teams, and delivery models. Joined Workday as one of its first 300 employees, helped bring Workday Payroll to market, built a 16-person national consulting practice, and led a 20-person organization that created the standard work and audit automation that cut implementation timelines by three weeks. Most recently advised C-suite leaders on HR technology governance, multiyear roadmaps, and AI strategy across a $40M+ portfolio with 0% churn, earning Managing Partner of the Year (2024).

CORE COMPETENCIES

HR Technology Strategy & Roadmaps • Automation & AI Strategy • Workday HCM, Payroll, Extend & Prism • Workday Integrations, Reporting & Security • Operating Model, Governance & Prioritization • Standard Work & Continuous Improvement (Six Sigma) • Enterprise Transformation Delivery • Workflow & Audit Automation • M&A Deployment Programs & Tooling • Data Sovereignty & Residency • Executive Stakeholder Management • Escalation & Turnaround Leadership

EXPERIENCE

WORKDAY | Chicago, IL — July 2008 – August 2026

Joined as Workday's first payroll consultant and one of its first 300 employees. Advanced through six roles spanning consulting, product go-to-market, implementation strategy, and executive customer leadership.

Senior Principal Managing Partner — 2020 – 2026

- Led delivery and executive engagement for an enterprise portfolio of $40M+ in annual contract value, sustaining 0% churn.
- Advised C-suite executives across the Workday customer lifecycle on solution design, deployment strategy, and production operations for HCM, Payroll, Financials, and Experience transformation initiatives.
- Led executive escalations and turnarounds for high-risk Fortune 50 accounts, restoring executive sponsor trust, stabilizing critical go-lives, and keeping programs on track.
- Partnered with customer leaders to establish Workday governance and develop multiyear roadmaps aligned with business priorities, including complex data sovereignty and residency requirements.
- Identified risks in the HR technology migration of a $15M Fortune 20 account, reengaged senior leaders to reset the engagement, and realigned the plan with the customer's business value and cost savings goals.
- Raised customer satisfaction scores from 3.8 to 4.4 (out of 5) through process improvements and tailored customer engagement programs.
- Shaped customers' experience architecture and AI roadmaps, evaluating AWS, Microsoft Copilot, and Sana as tooling options.

Director, Implementation Strategy & Enablement — 2017 – 2020

- Led a 20-person organization as a second-level manager. Drove organizational transformation and stabilized the Field Enablement and Strategy teams within four months, restoring their capacity to design deployment offerings and support consulting teams.
- Led development of deployment and audit automation tools that shortened Workday HCM and Financial Management implementations by three weeks and reduced deployment costs.
- Directed the design and rollout of new Workday deployment offerings, partnering with Product teams to align implementation plans, tools, and staffing with customer priorities, including a repeatable, packaged deployment offering for M&A events.
- Established standard implementation processes and targeted consultant training to make delivery consistent and repeatable.
- Designed Workday Altitude conference tracks across four product areas, raising attendee survey ratings from 3.4 to 4.5.

Implementation Strategy Architect, Cross-Platform — 2016 – 2017

- Established Workday's first cross-platform advisory role for HCM, Payroll, and Financial Management, clarifying ownership, reducing duplicate work across product teams, and improving the quality of deliverables.
- Directed launch strategy for new HCM and Financial Management deployment offerings, partnering with Product, Sales, Marketing, and Professional Services to drive adoption.

Senior Solutions Architect, Global Payroll 2014 – 2016

- Led go-to-market strategy for new global payroll offerings, coordinating launches across Product, Sales, Marketing, and Professional Services.
- Provided on-site leadership throughout the deployment of Workday's largest UK payroll customer.
- Used analytics to prioritize early-adopter customers and partnered with commercial teams on adoption incentives.
- Presented at Workday Rising and Sales Kickoff on payroll and deployment strategy.

Consulting Manager, Payroll, Absence & Time Tracking 2012 – 2014

- Built a national team of 16 Workday Payroll, Absence, and Time Tracking consultants from the ground up, and led solution architecture and practice operations while managing to budget and meeting utilization and revenue targets.
- Directed enterprise deployments and advised customers on technical design and implementation readiness, managing executive escalations and mitigating risks to deliver on schedule; translated customer requirements into recommendations for Workday's product roadmap.

Delivery Assurance Engineer / Senior Principal Consultant 2008 – 2012

- Helped shape and launch Workday Payroll as the company's first payroll consultant, guiding 100+ early deployments.
- Helped develop Workday's Deployment Assurance framework, implementation methodology, and payroll training to support consistent delivery and ecosystem readiness.

EARLIER CAREER

StratEx Partners | Vice President, Payroll Operations (acquired by Toast in 2019)

- Built payroll operations from the ground up at an early-stage startup, earning a 3% ownership stake and the trust of customers as their payroll subject matter expert.
- Played a key role in serving the firm's first 2,000+ customers as the business scaled.
- Led design and implementation of the startup's HR services function, serving major companies across diverse industries.
- Directed a team of 10 specialists delivering services to ~200 clients and an employee population exceeding 50,000.
- Developed the end-to-end process flow covering client processing, payroll, payment distribution, and reconciliation.

Hewitt Associates (Alight Solutions) | Service Delivery Manager

- Developed and implemented a metrics tracking system that improved service delivery and identified areas for optimization, while overseeing change requests and ensuring project profitability across implementation, ongoing delivery, and risk management.

DePaul University Office of Continuing Professional Education | Instructor

- Instructor, Payroll Learning Series.

EDUCATION

DePaul University | Chicago, IL — Bachelor of Arts, Applied Behavioral Sciences, Accounting focus

CERTIFICATIONS, AWARDS & SPEAKING

Certifications: Six Sigma Green Belt; Certified Payroll Professional, CPP

Workday platform expertise: Payroll, Absence, Time Tracking, HCM, Financials, Projects, Expenses, Banking, Extend, Prism, Methodology, and Delivery Assurance

Awards: Managing Partner of the Year, Financial Services (2024); People's Choice Award, Central Region (Q2 2015); Outstanding Contributor Award (Q2 2012); selected and sponsored by Workday for Chief, a professional network for women executives

Speaking: Workday Rising (2010–2016), Workday Altitude, and Workday Sales Kickoff (2014–2016)