

Kelly C Gaskin

Park Ridge, IL • (773) 756-7536 • kelly@thegaskins.net • [linkedin.com/in/kellygaskinh](https://www.linkedin.com/in/kellygaskinh)

Global Experience in Service Delivery, Sales, and Product Development

Proficient and insightful leader with relentless focus on driving customer success through cutting-edge solutions. Known for transforming, **optimizing and retaining** high-risk accounts into loyal partnerships through **critical issue resolution**, leveraging deep Workday product and deployment expertise, cultivating trust, building relationships, and providing scalable solutions. Skilled at collaborating with internal and partner networks, aligning customer needs with business objectives to deliver sustained growth.

CORE COMPETENCIES

Workday Deployment Expertise • Account Management • Executive-level Customer Relations • Rapid Problem Resolution
Cross-Organizational Collaboration • Conflict Resolution • Customer Advocacy • Strategic Sales Support • Builds Trust
Renewal Forecasting • Strategic Negotiation Skills • Go-to-Market Strategies • Adaptable • Resilient • Action Oriented

EXPERIENCE

WORKDAY | Chicago, IL

08/2020-Present

Senior Principal Managing Partner

- Drive sustainable account growth by developing and nurturing executive-level relationships, aligning customer objectives with core offerings, and creating tailored strategies to drive long-term value and customer satisfaction.
- Lead executive-level escalations for the most challenging high-value accounts, mitigating risk, restoring trust, and ensuring long-term client success.
- Maintain a proven track record of turning around critical customer relationships, ensuring seamless go-live transitions and driving positive outcomes.
- Direct strategy for new go-to-market (GTM) offerings, collaborating with product, sales, marketing, and operations teams to achieve seamless launches and address customer concerns; build trust through strategic communication and support.
- Deliver tailored deployment strategies for Workday Financial and HCM, ensuring alignment with customer needs and driving innovation in solution design.

Select Achievements

- Achieved 0% churn and 2% expansion rate to date while managing \$40M+ in annual contract value (ACV).
- Drove in excess of \$3M in organic sales by forging trusted relationships through credibility, consistent delivery, and value-driven approach, encouraging customers to expand into three new solutions without considering competitive options.
- Selected and sponsored by Workday as member of Chief, a professional network for women executives.
- Played a pivotal role in retaining a \$15M account by identifying strategic risks for Fortune 20 client's HR tech migration, engaging with senior leadership to reopen negotiations.
- Increased Net Promoter Score by 0.40 through targeted strategies, including process enhancements and tailored customer engagement initiatives such as "Jam Sessions" and Wellness Plans.
- Transformed relationships and health of multiple Fortune 50 customers, resulting in seamless renewals and increased customer satisfaction.

WORKDAY | Chicago IL

08/2017-08/2020

Director, Implementation Strategy & Enablement

- Drove development and delivery of strategic Workday offerings, driving innovation in solution design, tooling, and resource optimization to meet customer needs.
- Directed development and execution of strategic implementation plans, ensuring seamless deployment of Workday solutions in alignment with client business objectives.
- Led enablement initiatives, optimizing team performance and client satisfaction through targeted training programs and continuous process improvements.
- Managed development of automated audit tools, reducing deployment costs significantly and accelerating Workday Financial and HCM implementation timelines by three weeks; drove significant revenue efficiency and ensured timely business commitments through tailored deployment strategies in collaboration with product teams.
- Curated Workday Altitude consultant conference, designing tracks for four product SKUs; efforts resulted in improved survey ratings from 3.4 to 4.5 and enhanced attendee engagement and satisfaction.
- Managed rebuilding and stabilization of Field Enablement and Strategy Teams, achieving full team recovery within four months while fostering innovation and accelerating solution design and product management.

WORKDAY | Chicago IL

05/2016-07/2017

Implementation Strategy Architect, Cross-Platform

- Incubated first cross-platform advisory role for Workday's HCM, Payroll & Financials practice driving platform alignment, ownership and limiting redundancy for cross-platform initiatives.
- Led Workday Altitude conference initiatives, serving as consistent attendee, curriculum designer, and featured speaker, driving knowledge-sharing and professional development within the Workday ecosystem.
- Directed GTM strategy for new offerings, collaborating across product, sales, marketing, and professional services to successfully drive adoption and meet revenue targets for Workday Financial and HCM deployments.

WORKDAY | Chicago IL

05/2014-04/2016

Senior Solutions Architect, Global Payroll

- Spearheaded GTM strategies for new offerings, collaborating with product, sales, marketing, professional services, and BDM operations to drive successful launches and expand customer base.
- Utilized Salesforce analytics to optimize target account identification, driving early adoption through effective incentive structuring and cross-organizational partnerships.
- Delivered presentations as speaker at Workday Rising (2010–2016) and Workday SKO (2014–2016), showcasing industry insights and fostering audience engagement.

WORKDAY | Chicago IL

07/2008-04/2014

Consulting Manager

- Founded and led high-performing national team of 16 consultants in Workday Payroll, Absence & Time Tracking Practice, driving enterprise-level success by overseeing architecture, operations, and customer satisfaction. Spearheaded on-time delivery of projects, consistently exceeding performance goals and client expectations.
- Championed strategic Workday deployment initiatives, driving alignment of solutions with customer roadmaps and enhancing customer satisfaction by managing executive-level escalations and mitigating risks.
- Delivered advisory expertise on technical solutions, optimizing project planning and implementation assessments to streamline processes and improve overall project outcomes.
- Directed development and execution of strategies that aligned technical solutions with business objectives, ensuring successful deployment and fulfillment of key business commitments.
- Influenced roadmap development, meeting customers' evolving needs while driving product innovation and growth.

STRATEX PARTNERS (ACQUIRED BY TOAST IN 2019) | Chicago, IL

01/2004–07/2005; 08/2007–07/2008

VP Payroll Operations - *Returned to Stratex after maintaining an advisory relationship during tenure at Hewitt Associate*

- Promoted to 3% ownership stake in early-stage startup, playing key role in operational development; earned customer trust and credibility as subject matter expert, eventually leading to Toast acquisition.
- Played key role in acquiring firm's first 2K+ customers, helping drive business growth.
- Led design and implementation of startup HR services function serving major companies across diverse industries.
- Directed team of 10 specialists, delivering services to ~200 clients and employee population exceeding 50K+.
- Developed end-to-end process flow, encompassing client processing, payroll, payment distribution, and reconciliation.

HEWITT ASSOCIATES (ALIGHT SOLUTIONS) | Chicago, IL

07/2005-08/2007

Service Delivery Manager

- Developed and implemented a comprehensive metrics tracking system, improving service delivery and identifying areas for optimization while overseeing compilation of change requests; ensured sufficient revenue to cover project implementation, ongoing delivery, risk management, and profitability.

EDUCATION

DEPAUL UNIVERSITY | Chicago, IL

Bachelor of Arts in Applied Behavioral Sciences with Accounting focus

SELECTED CERTIFICATIONS & AWARDS

- Workday Platform Expertise: Payroll, Absence, Time Tracking, Financials, Projects, Expenses, Banking, HCM, Extend, Prism, Methodology, Delivery Assurance and AI Certifications
- Speaker and Attendee at numerous Workday events including Workday Sales Kickoff, Workday Altitude and Workday Rising. Delivered impactful presentations and actively participated in events, driving engagement and strategy alignment.
- 2024 Managing Partner of the Year Award – Financial Services
- 2015 Q2 Workday's People's Choice Award Recipient for the Central Region
- 2012 Q2 Workday's Outstanding Contributor Award
- DePaul University, Instructor of Payroll Learning Series, Office of Continuing Professional Ed (1999-2008)
- Six Sigma Green Belt (2001)