

# Jason Morga

**Sr. Director Americas Marketing at Kelly Services**

Troy, MI, US

Jason S. Morga, PHR, MBA

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As the Sr. Director of the Kelly Services Americas Marketing Group, I am responsible for developing and delivering thought leadership materials throughout the Americas region encompassing the US, Canada, Puerto Rico, Brazil and Mexico. I have been engaged in human resources and marketing functions for more than 13 years. Prior to working with Kelly, I led the Creative Services and Organizational Development departments at a global automotive supplier, Yazaki North America, a world leader in the delivery of power and data networks. Throughout my career, I have been engaged in and have developed HR and marketing strategies to drive business growth and employee engagement. I enjoy delivering strategic thought leadership-centered client presentations and leading critical brand management initiatives.

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Keynote, Moderator, Panelist, Host/MC, Author Appearance, Corporate Training

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Advertising/Marketing, Corporate Training, Corporate Leadership, Print Media, Media - Online, Market Research, Employment Services, Human Resources, Business Services, Direct Marketing

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Social Media Marketing, Marketing Strategy, Internal Communications

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HRCI

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## **Don't Manage Me, #Understandme**

Leveraging the Gen Y mindset and making it work within your organization - So, you've been working on your adaptation strategies...how's that working out for you so far? Have you started to see progress within your organization? How about within your department? We know the typical response—it's out of your direct control, right? What about those factors that are within your control? Have you personally made any changes in the way you manage or interact with Gen Y's?

## **Recruiting and Retaining the Multigen Workforce**

The aging and declining workforce is a global phenomenon presenting unprecedented workforce shifts – across traditional boundaries. In addition, the rise of free agency coupled with dramatic generational workforce differences are forcing dramatic cultural shifts in today's modern organizations.

How do organizations prepare for these colliding simultaneous trends? What are the keys to success? Many organizations have already begun this journey and are forging new paths. The question is, are you?

## **Managing Your Digital Brand**

Social media is not a new topic, but chances are you are finding it more and more difficult to keep pace with this evolving platform. Managing your online and offline networks has never been more challenging. Which social media sites should you focus on? How much time does it really require? How should you balance your personal and professional brands on these unique sites? How does this help drive business for Kelly? Take a deep breath... we are here to help you!

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**Recruiting and Retaining the MultiGen Workforce**  
Accelerate Event

**Recruiting and Retaining the Multigen Workforce**  
SHRM Conference

**Don't Manage Me, #Understandme**  
Understanding Gen Y

**Executive Briefing: Kelly Global Workforce Index, Key Findings**  
Executive Briefing: Kelly Global Workforce Index, Key Findings

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**University of Phoenix**  
MBA Marketing

**Pensacola Christian Academy**  
BS Advertising / Public Relations

**HRCI**  
PHR Professional in Human Resources

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**Professional in Human Resources**  
PHR Certification

**Co-Author - The Leadership Deficit**

The Leadership Deficit: Managing and Retaining a Multigen Workforce: This paper explains why talent is dwindling, and paints a detailed picture of the profile of those that comprise the contemporary workforce. It discusses the challenges employers face, and offers suggestions for recruiting and retaining top talent, as well as casting a spotlight on companies that are tackling these challenges in innovative ways.

**Co-Author - Don't Manage Me, #Understandme**

In this study, we explore the unique characteristics of Generation Y, aka the Millennials. From their constantly connected preferences to their rapidly evolving workplace expectations, this generation brings a holistically different approach to the workforce and workplace. They are most often misunderstood by older generations. We demystify their loyalty, approach and character traits in our latest book.

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**Nissan-Americas**

Jason, thanks again for the great work this week with the MGWC workshop. I have received a lot of good feedback across the sites about it. As predicted the discussions have continued. The most interesting thing is that the Gen Xers and Gen Yers that attended are now feeling empowered to speak up about how we can transform our work environment so it works for every generation. I couldn't ask for a better result!

## **Government Supplier Summit Attendee**

Good morning Jason,

It was a pleasure meeting you yesterday at the first Kelly Government Solutions Supplier Summit. I offer my sincerest thanks to you for such a dynamic presentation. It was informative and enlightening and will certainly strengthen our position in recruitment and retention.

Thank you kindly for agreeing to send some of your information so I can share it with our recruitment team. The information will solidify my excitement and enthusiasm for change and will support my push for them to buy in.

Again it was a pleasure meeting you and thanks for your presentation as well as the information to share.

Have a delightful weekend.

## **Hamilton Sundstrand Ops Manager**

Jason: Your presentation on Multi generational Workforce was outstanding; As the Operations Center Manager with 9 area manager reporting to me and over 600 direct employees it is imperative to have the knowledge to deal with all the people.

It was very useful and interesting. I look forward to find in Google the report, "you raise them, now you manage them"

Thanks again for your outstanding work.

## **Loriann Fill**

Outstanding ratings (way to go Jason!) and some great comments to use/showcase to get other districts to attend.

- 84 surveys/forms returns for the 2 days combined
- 4.8 average rating - "How would you rate this presentation overall on a scale of 1-5?" (5= outstanding, 1= below average)
- 4.7 average rating - "What was the quality & relevance of the content to your work on a scale of 1-5?" (5=outstanding, 1=below average)
- 4.6 average rating - "Would you consider the material & thoughts covered "new and fresh"? (5=absolutely, 1=not at all)
- 4.8 average rating - "Would you recommend this speaker for other events in the future?" (5= absolutely, 1=not at all)

## **Mary Ellen Saunders**

The results are in! Thank you for your participation in this year's AFP Annual Conference. This year's conference session evaluation scores were the highest since we began tracking scores and you were all an integral part of this success. The average session rating was a 4.0 out of a 5.0 scale. Your hard work and preparation for the event was recognized. Your Session Average 4.26; Your Speaker Average 4.43

**Patti Jones**

Excellent job this morning, gentlemen! Thank you for a compelling presentation and for bringing us such valuable information, data, and expertise. It was a great session and we appreciate your time and knowledge and generosity.

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