

Rob Holland

Senior Partner

Connecting technology delivery,
organizational change and business value.



25 years in technology and change

Rob Holland brings 25 years of experience leading technology and change programs, combining senior consulting leadership with the perspective of an executive accountable for transformation inside a large enterprise.

At Merit, Rob advises senior leaders on aligning technology investments with business strategy, practical execution and measurable outcomes. His work spans transformation roadmaps, governance, organizational design and technology adoption, helping leaders make clear choices about what needs to change and how to deliver it.

Before joining Merit, Rob served as Vice President of Digital Transformation at Waste Management. He led technology strategy, execution and value realization across an enterprise transformation portfolio, connecting customer experience and operations initiatives with frontline execution. He also worked with senior leadership to communicate transformation priorities and progress to the Board and analysts.

Rob's consulting background includes Executive Vice President and North American Digital Business Lead at Capgemini, Partner in Digital Growth at EY, and Partner in Digital Experience at Infosys Consulting. Across these roles, he brought together business-process transformation, technology delivery and executive engagement to support complex client programs.

Rob worked with Merit as a client before becoming a senior partner. He brings that perspective to delivery assurance and change planning: clarify ownership, surface adoption risks early and keep the program connected to operating outcomes. His focus is helping organizations accelerate adoption and capture value from technology.

AREAS OF FOCUS

Technology and change leadership

Transformation strategy

Program governance

Adoption and value realization

Executive delivery assurance

PRIOR LEADERSHIP

Waste Management · Vice President

Capgemini · Executive Vice President

EY · Partner

Infosys Consulting · Partner