

Summary

Gerardo Morales joined ScottMadden in 2013 after receiving an M.B.A., with concentrations in entrepreneurship and finance, from the Georgia Institute of Technology Scheller College of Business. Prior to joining ScottMadden, he worked as a project manager with Georgia Power Company where he was responsible for supporting the implementation of the medium-scale solar energy program (100 kW–1 MW) of the Georgia Power Advanced Solar Initiative. He started his professional career as a power plant engineer at Georgia Power's Plant Scherer and served in different roles within fossil power generation, such as maintenance team leader at Plant McDonough and operations team leader at Plant Bowen. His areas of expertise include business planning, program and project management, organizational design, benchmarking, strategy development, renewable energy, and power plant engineering, operations, and maintenance. In addition to an M.B.A., Gerardo holds a B.S. in electrical engineering, with a concentration in power systems, from University of Puerto Rico. Gerardo is fluent in Spanish.

Areas of Specialization

- Generation
- Transmission and Distribution
- Strategic and Business Planning
- Program and Project Management
- Organizational Design and staffing
- Utility Benchmarking

Recent Assignments

- Collaborated with a large-scale battery storage independent power producer to create a safety compliance manual. This manual delineates all safety compliance requirements and sets enterprise standards to ensure adherence. Worked closely with the client to define key safety performance indicators, enabling the measurement of safety performance, and developed an implementation plan to facilitate the company's adoption of these safety measures
- Conducted a comprehensive organizational assessment and staffing analysis for an engineering, asset management, and capital programs organization. The goal was to ensure a structure capable of accommodating future growth and compliance with state and federal requirements. The analysis involved benchmarking against other utilities, evaluating staffing levels and functions, identifying improvement opportunities, and presenting executive findings for board approval
- Assisted a T&D system operator in standing up its capital programs and projects organization. Developed governance, policies, and procedures around project portfolio management. Deployed an enterprise program and project management system (e.g., MS Project Online) to manage and oversee all projects. Automated reporting and cost-controlling tools with customized features to meet client's practices and preferences. Developed a project cost-forecasting approach and portfolio summary rollups for leadership reviews. Developed portfolio report templates and supported content development efforts for stakeholder presentations
- Assisted a government agency responsible for public-private partnerships in standing up its management and control division for oversight and monitoring of contractual agreements. Supported development of division's charter, vision statement, organization structure chart, and staffing plans. Developed interview guides, metric reporting model, and contract enforcement procedures to support the oversight of a public-private agreement for the operations and maintenance of an island T&D system
- Assisted a Caribbean utility in creating its 10-year infrastructure plan, a prerequisite for federal funding. Developed an outline and template, specifying fund allocation for building a resilient system. Project managed the process for content development. Described the organization's project management capabilities and approach for executing government-approved projects
- Supported the PMO of a Caribbean utility in enhancing project management coordination, organizational infrastructure, project controls, and implementing a Quality Management System (QMS) for streamlined project execution. Activities involved optimizing organizational design, creating an integrated road map, enhancing PMO tools, establishing project management standards, facilitating stakeholder alignment, and developing QMS policies, processes, and procedures
- Assisted in the development of a 5- to 10-year strategic plan for a southeastern utility company. Supported the day-to-day activities of the opportunity teams responsible for making recommendations for the overall strategy, assisted in the synthesis process of all recommendations, and supported the development of the final board package