

# Morgan Rees

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## Speaker



D y n a m i c   S p e a k e r

M o t i v a t i o n a l  
C o r p o r a t e   T r a i n e r

A u t h o r

A c c o m p l i s h e d  
E n t r e p r e n e u r

I n s p i r i n g  
C o n s u l t a n t

Public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners.

Morgan Rees' public speaking abilities range from simply transmitting information, to motivating people to act, to simply telling a story. He is able to change the emotions of the listeners, not just inform them.

Morgan can run the gamut that embrace such things as motivational speaking, leadership/personal development, business, customer service, large group communication, and mass communication for the purposes such as motivation, influence, persuasion, informing, translation, or simply entertaining. Morgan is also available for private and corporate client-based business advisory services including marketing and brand strategies, online as well as offline, guidance, lectures, etc.

- Public
- Keynote
- Inspirational
- Motivational
- Professional
- Entertainment
- Corporate
- Business
- Meetings
- Leadership
- Change Management
- Speaking on Success

+1-408-394-7337 | Silicon Valley, California USA  
[Morgan@morganrees.com](mailto:Morgan@morganrees.com) | [www.morganrees.com](http://www.morganrees.com)

## Inspiring Speaker | Author

Morgan Rees is an engaging author who recently published his newest book *Marketing Action Plans*, in addition has published numerous articles in trade magazines involving industry and technology trends, branding, personal branding, marketing leadership, service and motivation.

Morgan has been a highly sought-after speaker for startups to Fortune 500 companies, with speeches and events annually. An articulate and dynamic presenter, with a unique mix of enthusiasm, wit and practical advice enthalls audiences at conferences the world over. International and domestic audiences have consistently given Morgan's presentations high ratings.

He is a savvy business strategist with Startups to Fortune 500 (From Garage to Gigantic) expertise. A faculty member of Florida International University and the author of numerous marketing-related articles in trade magazines. With 15+ years in business to business and consumer marketing involving

numerous publicly traded companies, he is an authority on what works and what it takes to build a company's brand, e-commerce, broadcast, print and direct/email programs.

Morgan's broad-based knowledge and insightful analysis has been garnered through countless hours with many of the most respected global thinkers, leaders and mentors. Morgan has had face-to-face one-on-one meetings with Bill Gates, Jerry Bruckheimer, Ted Turner and Steve Forbes. Has a strong reputation with leading analysts: Gartner, IDC, Aberdeen, Yankee Group and Infonetic. Participated with corporate thought leadership such as San Francisco and NYC Editorial/Press Roundtables, Themed Dinner Chalk Talks and Churchill Club, Developed Product Reviews, Conferences, Industry Analysts, Luminaries and Media tours

This know-how has made him an authority on a wide range of topics including leadership, motivation, service, self-improvement, branding, personal branding and marketing strategies.

## Previous Engagements

### Companies and other groups Morgan inspired and motivated.

Philips Electronics, Honeywell, Netgear and more

<b>Event</b>	<b>Country</b>	<b>Event</b>	<b>Country</b>
IBC	Monteux, Switzerland	IFA	Berlin, Germany
IBC	Brighton, England	CeBIT	Hanover, Germany
NAB	Las Vegas	Telecom	Geneva, Switzerland
Comdex	Las Vegas	ABC Broadcasting	New York
CES	Las Vegas	New Media Expo	Los Angeles

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## Quantifiable Sales Growth

- Citrix Online: **Grew annual sales 2.5x** from \$100 million to more than \$260 million
- Netgear: **Reversed** \$6.5 million annual loss to \$60 million gross profit on sales of \$192 million
- Philips: Took new startup division to **\$100 million in revenue** in just under 3 years
- Honeywell: Created new business unit from scratch. **Ramped up to \$100 million in sales**
- Rescued two distressed product lines. Lifted sales **\$12 to \$24 million** and **\$25 to \$50 million**

## Key Achievements

- **Branding:** Launched Philips brand in the U.S., creating consumer branding market awareness where none existed. Developed and implemented brand strategies for Citrix Online, Philips, Norelco, Marantz, Magnavox, Netgear, Honeywell, Toyota, Red Lobster, Swim n' Sport and General Motors
- **Launches:** Spearheaded global product launches involving GoToMyPC, GoToWebinar, GoToMeeting, Wi-Fi, GPS, CD-R/RW/DVD, Plasma TV, LCD Display, MP3, Digital Cameras, PDA's (Handheld devices), Cell Phone, Web Camera, Intelligent Remote Controls, Speech Processing, Video Conferencing Systems, WebTV and TiVo
- **Partnerships:** AT&T, Sprint, Deutsche/British/French Telecoms, Verizon, H/P, Commission Junction, McAfee, Best Buy, Turner/Time-Warner, Dell, Creative Labs, PolyGram, NASCAR, LPGA, Motown Live! and Saks 5th Ave

## Accolades



Morgan Rees & Steve Forbes

**"Morgan has an excellent sense of productizing & monetizing technologies."** said Dr. Frank Carrubba, Chief Technical Officer of IBM for 20 years, HP for 12 years and lastly Philips for 5 years. His name appears on the RISC chip patent.

**"Philips was the only company exhibiting at the Consumer Electronics Show with a soul, substance and a story,"** said Steve Forbes

## Trade Articles

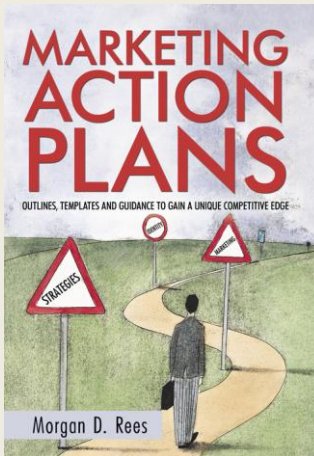
- *The Record* (Harvard Law School): "Network Access Is a Question of Privilege"
- *Security Management Today* (Part 1): "A Word to the Web Wise"
- *Security Management Today* (Part 2): "Borderless Security Takes Shape"
- *Computer Reseller News*: "Viewpoint-Access"
- *Sales and Marketing Strategies & News*: "Philips Electronics Uses the World As Its Stage"
- *Exhibitor Management Magazine* (Cover story): "Think Big"

## Education, Achievements & Awards

- Bachelor Science, Communication Technology, Florida International University, Honor Roll
- Awarded Clio Award for excellence for storymercial that resulted in a huge surge in sales
- Founding Chairman of the E.I.A. (Electronics Industry Association) Professional Electronics Group
- White Paper Award for the Most Activity by IT Papers.com, a product of CNET
- Awarded Citrix Online CEO's "Values Commitment" for outstanding achievement.

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## Newest Book *Marketing Action Plans*



Morgan has brought his expertise to book form as he shares his marketing and branding wisdom in a new title, *Marketing Action Plans*.

Is your business not reaching enough prospects, experiencing long sales cycles, not seeing your marketing campaigns generating the revenue you expect? What if you could have instant access to preexisting plans, do more in less time, save money and increase your ROI?

***"Marketing: It Can Make or break your business"***

Now more than ever marketing professionals are asked to "Do More. With Less," such as less budgets, headcount and time. This creates stress, worry, poor quality work and negatively impacts results.

What if you could have instant access to preexisting plans, do more in less time, save money, get answers to your questions to jump start your marketing programs and increase your bottom line?

*Marketing Action Plans*, a concise, step-by-step book with "bottom line" guides and strategies so you can take your company from **invisible to remarkable**. It's like having your own marketing department available to you 24 hours a day, every day!

*Marketing Action Plans'* intuitive design layout is an easy to use suite of online and offline complete plans, outlines, booklets, templates, process, check-off forms and guidelines by simply filling in your name, company, products, industries and a few other details. Yes, you will need some customization to fit your organization, but a substantial part of your plan, layout and content are provided. This easy fast format frees you from the stress of starting from scratch, reinventing the wheel and allows you to do two things: Focus on what is really important and meet your unrealistic deadlines.

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Vimeo: <http://vimeo.com/morganrees>

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Naymz: [http://www.naymz.com/morgan\\_rees\\_2625396](http://www.naymz.com/morgan_rees_2625396)

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