Andre Morris

(480) 330-7659
andre@leopolus.com

OVERVIEW

Twenty-five plus years of Information Technology leadership experience in a variety of industries including digital marketing, website development, education, legal, retail, healthcare, government, real estate, financial, manufacturing, non-profits, consumer products, and publishing. A proven record of success in technology entrepreneurship, managing complex IT deployments, server and data projects, website launches, and digital marketing campaigns. I excel at making a business more efficient and profitable by applying innovative technology solutions to help cut costs, increase profits, and accomplish corporate goals.

AREAS OF EXPERTISE

- Recruiting and managing teams of IT, Web Development, Internet Marketing professionals
- Technology planning, budgeting, and project management including Agile, Scrum
- Implementation and maintenance of business technology infrastructures
- Programming a variety of computer languages
- Computer and data security

RECENT EXPERIENCE

Chief Technology Officer
my PC Techs, Phoenix, Arizona, 2010 - 2017

IT consulting, website development, and digital marketing for SMB organizations

- Founded and bootstrapped a profitable six-figure B2B technology service and consulting business
- Recruited, developed, motivated and retained a diverse team of 9 direct reports consisting of IT, web design, web development, SEO, search marketing, and social media marketing professionals
- Managed, configured, and integrated business technologies and IT infrastructure for over 800 IT clients
- Managed administration and support for 83 servers across multi-platform environments
- Led and executed innovative SEO, PPC, social media, display marketing, analytics, video, and dynamic web presence campaigns for over 300 web design, development, and digital marketing clients
- Responsible for the development of complex high volume ecommerce and database driven applications

Chief Technology Officer
The League for Innovation, Phoenix, Arizona, 2006 – 2010

International non-profit organization dedicated to catalyzing the Community College movement

- Designed and implemented information systems for an international educational organization
- Advised the CEO, COO, and Board of Directors on IT strategy aligned with business objectives
- Defined and led the new strategic directions, attaining groundbreaking improvements to business efficiencies through the use of new technologies and the integration of new web based applications
- Recruited, coached, and trained a cohesive team of IT and web professionals
- Managed IT systems, digital marketing campaigns, and technology assets for over 24 national educational conferences, each ranging in attendance from 250 to 3,200 participants
- Internal consulting with staff on new business technology processes
- Design, development, and marketing for www.league.org and all associated websites (over 200,000 pages of HTML, HTML5, .NET, VBScript, PHP, ColdFusion, Flash, MS SQL, MySQL)
- Led the creation and publication effort for thousands of digital marketing materials, including certificates, web pages, digital publications, graphics, icons, logos, conference banners

- Managed and developed new online video portals, video recording processes, and video editing methods for thousands of web streaming videos related to higher education
- Managed e-commerce, event management systems, user registration, security, and privacy compliance
- Saved the company over a million dollars per year by utilizing open source systems managed in-house

Information Technology Manager / E-Commerce Strategy Director
AVTranz, Phoenix, Arizona, 2003 – 2006

The leading provider of verbatim legal transcription and electronic court reporting in the United States

- Established a new IT department from the ground up, enabling increased revenue generation and operational readiness based on new technology initiatives
- Interfaced with Superior and Federal Courts and other Government Agencies to establish new technology
- Long-range technology planning, architecture, project planning, asset auditing, and cost control
- Managed customer support technologies in the Phoenix, Tucson and Denver areas
- Interviewed, managed, and trained digital court reporters and electronic legal transcribers
- Produced comprehensive hardware and software training manuals for employees and contractors, including an extensive training installation package distributed nationally
- Developed, designed and maintained www.avtranz.com along with all associated customer tracking databases, client ordering systems and storefronts (Server 2003, IIS 6.0, Exchange 2003, SQL servers)
- Developed a revolutionary national audio and transcript transfer system with online repositories that pushed 230 audio files (4 GB in size) daily to 40 contractors, 100 clients, and 16 government agencies
- Tripled the sales of our digital systems within two years and trained clients on system usage
- Developed advanced VBA macro programs for Word to automate the legal transcription process

KEY CAREER ACHIEVEMENTS

- Winner of the 2011 Microsoft Aspire Award
- Founded three Information Technology and Internet Marketing startups in the Phoenix area
- Grew technology businesses to nine employees and increased revenues by 1300%
- Authored the 48 page book "*The Top 20 Web Marketing Concepts Your Next Website Design Company Should Know*"
- Authored and published web and IT articles for *AAERT Magazine*, *Ahwatukee Foothills News*, *TukeeAZ*
- Key speaker at over 40 seminars pertaining to social media, web marketing, and business IT
- Developed AI (Artificial Intelligence) for the "*Spoonbots*" mod
- Developed the nationally distributed 1998 software program titled "*The Free Internet Toolbox*"
- Mastered the following technology skills, platforms, software, and programming languages: Web marketing, social media marketing, email marketing, SEO, E-Commerce, Adwords PPC, Analytics, SaaS, SDLC, CMS, WordPress, Drupal, Magento, Zen Cart, osCommerce, phpBB, Joomla, LAMP, WIMP, IIS, Apache, JavaScript, AJAX, HTML, CSS, ColdFusion, SQL, JQuery, PHP, VB.NET, MS office, CRM, specialty software (financial, budgeting, medical, legal, retail), and computer hardware, Server NT through Server 2016, SBS, Linux, WHM, cPanel, Exchange, Hyper-V, virtualization, Windows XP/7/8/10

PROFESSIONAL ASSOCIATIONS

- **Microsoft:** Solutions Partner *(2009 – Present)*
- **Dell:** Partner *(2009 – Present)*
- **Association of Computer Repair Business Owners:** Sponsoring Member *(2010 – 2014)*
- **Innovative Educators:** Advisory Board, Web Marketing and Technologies *(2008 – 2014)*
- **Chandler Chamber of Commerce:** Chairman's Circle *(2012 – 2014)*
- **Savelio Translations:** Advisory Board, Technology *(2008 – 2013)*
- **Tempe Professionals:** Website Committee Chair *(2009 – 2010)*

PERSONAL INTERESTS

I am the proud father of three children and enjoy weight lifting, bicycling, traveling, baseball, dogs, and sci-fi.

LETTERS OF RECOMMENDATION

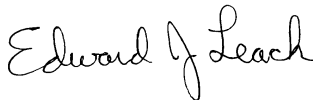February 8, 2010

To Whom It May Concern:

It is without reservation that I submit this letter of recommendation for Andre Morris. Andre and I have worked together over the last few years at the League for Innovation. I now consider him to be a friend and respected colleague with whom I work closely on a regular basis.

Technologists must be good at attention to details and advance planning, and Andre clearly excels at both. Andre's commitment to quality is deep-seated and it infuses all that he does. Andre completes his responsibilities on time, is extremely reliable, enjoys his work, and takes great pride in successfully finishing tasks. I would consider his skills with and knowledge of numerous aspects of technology to be nothing less than outstanding. Andre is an intelligent, thoughtful, and resourceful individual whose contributions to our organization have been numerous and substantial. A very large part of why the League for Innovation has been able to make such great strides in our web and database deployments and office infrastructure over the last few years is because of Andre's critical skills and leadership.

Through his responsibilities as the League for Innovation's Chief Technology Officer, Andre on a regular basis demonstrates his ability to be an outstanding leader and manager. I have had numerous opportunities to observe Andre work with our staff and with the volunteers who assist us with our annual international conferences. He is the type of person who leads by example and can do so without creating waves. I have seen Andre lead several successful activities here at the League for Innovation and demonstrate many of the qualities looked for in technology leaders—expertise, knowledge, patience, humility, energetic, perseverance, cooperative spirit. These traits allow Andre to create a supportive environment in which everyone feels comfortable working with him. Of special note is Andre's comfort level with oral communication, a skill that also serves him well when dealing with others.

With the above comments in mind, I do not hesitate to recommend and support Andre to any organization fortunate enough to be able to use his many talents. Please let me know if I can enlarge on these comments in any way.

Sincerely,

Edward J. Leach
Vice President, Services and Programs
The League for Innovation in the Community College

May 27, 2008

To Whom It May Concern:

As the Owner and President of AV Tronics, I am pleasured to recommend to you Andre Morris. I worked closely with Andre for over two years and was always very impressed with his work.

Andre worked directly under me as the Information Technology Manager for AV Tronics from 2003 to 2006. During this time, he created a new technology department for my organization from the ground up. He designed the company website, helped to develop training systems and procedures and continually developed new processes that streamlined daily IT operations. His work was one of the major factors that contributed to the growth and regional expansion of our company.

Andre always has a positive "anything is possible" attitude and works well with his colleagues. I whole heartedly and without any reservation recommend him as a positive addition to any organization. I am sure he will be a tremendous asset to your company.

Sincerely,

Karen Samcoe
Owner and President
AV Tronics, Inc.