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SENIOR TECHNOLOGY AND OPERATIONS EXECUTIVE

Passionate, dynamic, visionary, strategic planner and leader with a penchant for developing, inspiring and motivating teams to achieve uncommon results. Extensive International experience in Ecommerce, Retail, and Catalog businesses thriving in both entrepreneurial Startups and Fortune 100 companies. Proven leader with a talent for increasing shareholder value, growing revenue and maximizing profitability. Possesses exceptional general management, problem solving and decision making skills.

PROFESSIONAL EXPERIENCE

COOKING.COM, INC.

1998-Present

An Internet Commerce pioneer that established itself as the category leader in the kitchen house wares market. Cooking.com also powers ecommerce, fulfillment and customer service for household brand names such as Starbucks Coffee, Food Network, Betty Crocker, Pillsbury, and Rachael Ray. Collectively, these sites process more than 625K transactions and are visited by more than 40M unique visitors annually. The company secured more than \$90MM in venture funding and was one of the few ecommerce pure play companies to survive the dot com implosion, achieving profitability in 2004.

Co-Founder, Senior Vice President and Chief Technology Officer

Worked closely with the co-founders to develop the business plan and participated in negotiations with investors that enabled the company to secure more than \$90MM in venture funding. Defined the organizational structure and strategic vision for the creation, recruitment and management of the Technology, Production, Distribution, and Customer Service departments. Directed teams of up to 80 personnel in addition to consultants and off-shore resources to meet changing business needs. Created a culture and environment that inspired and motivated teams with high retention (average tenure in excess of 5 years) and a 25% annual promotion rate.

Accomplishments during the Startup Phase:

- Defined the vision and guided the development for the systems, databases, application architecture and hardware infrastructure that enabled the company to launch its first site in 4 months, much of that original infrastructure continues to support the business 10 years later.
- Secured a 75,000 square foot warehouse and led the team that would build out a “green field” facility and the systems, including Catalyst WMS, required to pick, pack and ship up to 15,000 orders per day.
- Guided the development and implementation of a scalable and fully redundant hardware infrastructure that has enabled the Cooking.com sites to consistently outperform Keynote’s Internet Top 50 with uptime availability in excess of 98.5%.

Accomplishments beyond the Startup Phase:

- Conceived, envisioned and led development to build a highly custom abstracted and extensible multi-site platform offering more than 100K items, as well as content and community functionality using Microsoft technologies (ASP, ASP.NET, SQL Server, and Endeca) that powers 7 websites with more in development, for:
 - Cooking.com
 - Starbucks Coffee
 - Food Network
 - Betty Crocker
 - Pillsbury
 - Rachael Ray
 - KitchenEtc.com

- Conceptualized, devised and guided development to create the back-end application architecture and systems to support all aspects of the business including:
 - A centralized Universal Shopping Cart web service that powers all of the sites
 - Customer Service CRM applications and integration with Egain email management software
 - Financial, Merchandising and Reporting tools and applications
 - Integration with Just Enough demand planning software
 - A complex and sophisticated supply chain that supports two in-house distribution centers and 1000 direct vendors, drop ship suppliers and merchant Partners
- Worked closely with the Executive Team to prioritize and reduce costs across the organization while maintaining high standards of quality, uptime and performance that enabled the company to become profitable in 2004. Initiatives included:
 - Managed two Reduction in Force events that reduced total company personnel by 75%.
 - Renegotiated all technology contracts (hardware & software maintenance agreements, collocation and hosting) reducing expense by more than 50%.
 - Led the creation of an email campaign management system and processes using off the shelf components that enabled the company to manage mailings internally saving the company more than \$500K per year. The system processes an average circulation of more than 30M per month with peak circulation in excess of 50M, across 7 different domains with an exceptional 92% deliverability rate.
- Devised a strategy to provide consulting services to Gamefly.com from 2002-2005, generating \$2.5MM in consulting service revenue and fees. Provided guidance, project management and development services that enabled Gamefly.com to launch in 8 weeks, inclusive of implementation of all infrastructure required to support their site, office, customer service and distribution functions.
- Collaborated with the Marketing, Production and Technology departments to develop and implement an SEO strategy that has resulted in targeted keywords to move from beyond the top 100 position to within the top 10, with most in the top 5 on Google, Yahoo and MSN
- Worked with the Vice President of Marketing and Production to develop tools, systems and processes to manage print catalog production, reducing production costs while managing and tracking performance circulation of 3-5M books.
- Identified, selected and led the implementation of Just Enough demand planning software that enabled the Merchandise Planning department to improve inventory turns from an already industry leading 6 to 8, while improving in-stock position from 91% to more than 95% and reducing the ordering cycle from requiring one week to just two days.
- Conceived of and led development of an automated PO reconciliation process and system that reduced the need for 3 full time account payable personnel to 1
- Defined the vision and conceptual design of a Fraud screening system and composed the rules to manage risks that reduced charge backs and fraud transactions to 0.1%.

THE DISNEY STORE, INC., a division of The Walt Disney Company

1991-1998

High growth, \$1B specialty retail chain of 743 locations in 12 countries. The stores were dedicated to strict brand adherence and the goal of bringing a bit of the magic of the Walt Disney theme parks out to the guest.

Fast-track promotion through six positions during seven-year tenure, last two positions held described below.

Manager, Store Systems

Led a 20 member team consisting of; Project Managers, Analysts, Programmers and Help Desk Personnel responsible for the planning, development, administration, maintenance and implementation of all Point of Sale and transactional hardware and application software to support 743 store locations worldwide. Responsible for the proper polling and processing of all sales transactions (averaging more than 350K/day), price, product and software releases. \$5MM annual capital budget accountability.

- Successfully coordinated and installed Store Systems in 654 new stores throughout the world, including locations in: United States, Canada, United Kingdom, France, Germany, Spain, Portugal, Italy, Japan, Singapore, Hong Kong and Australia. Provided 100% delivery for each Grand Opening, supporting and enabling the company to exceed its year on year target of 20% sales growth.
- Dramatically reduced the personnel required to support and maintain a retail chain of this size by conceiving the strategy and leading development to achieve a consistent and unified in-store hardware and software platform utilizing IBM's General Sales Application (GSA), operating in 9 different languages supporting 15 different currencies in 11 countries. The Disney Store is the only worldwide retailer to have achieved this level of consistency and efficiency.
- Identified selected and negotiated contracts for hardware, software and consulting services for the installation and maintenance for Store Systems with vendors around the world, enabling the company to open 75-120 stores per year.
- Responsible for the creation, setup, training and development of an enterprise Help Desk that supported all locations operating 24 hours a day, 365 days a year. Moving the Help Desk in house from outside vendors saved the company approximately \$250K per year
- Recipient of numerous awards: The Disney Spirit Award (given to less than 1% of the total company), Coaches Award, I.S. Oscar and Tigger Pin.

Sr. Project Manager, International Systems

Responsible for the creation and leadership of cross-functional teams and tasked by the CIO to ensure the success of International expansion initiatives, and the cohesive integration of systems and processes with U.S. corporate headquarters. The scope of this extended into all aspects of the business from participation in hiring, establishment and fostering of diplomatic relationships, definition of requirements for Finance, Merchandising, Distribution, Operations, Human Resources, Banking, Real Estate, Technology, Statutory Requirements and Cultural Sensitivities. Acted as liaison to International Regional Offices and Country Managers in furtherance of guiding and supporting the on-going expansion of stores and regional initiatives.

- Successfully opened the first stores, regional offices and distribution centers in 10 countries.
- Defined processes, procedures, identified and nurtured in-country relationships and conceived and developed a repeatable methodology that reduced the opening of new countries from 12-18 months to 6.

BUILDER'S EMPORIUM

1986-1991

California based hardware and home-improvement chain operating 119 stores throughout the southwest United States.

Promoted through several management positions of increasing responsibility including: Assistant Store Manager, District Loss Prevention Manger, Help Desk Manager, Programmer/Analyst.

EDUCATION

California Polytechnic University, Pomona (1988-1992)

Majored in Aerospace Engineering

Appointed to United States Naval Academy