

BRUCE W. MORROW

1819 South Lumpkin Street, Number Two, Athens, GA 30606

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www.brucemorrowcreative.com

PROFESSIONAL SUMMARY

A highly accomplished communications professional who has helped scores of companies speak and market purposefully and effectively to key audiences. A recognized communicator with an ability to translate complicated concepts into clear and actionable messages. Author of *The Outcome Model*, a 10-step guide to achieving measurable business results through corporate communications.

SKILLS

Communication Strategy
Account Development and Retention
Meeting and Campaign Design
Creative Direction
Executive Coaching and Training

Business Development Strategy
Group Leadership and Facilitation
Content Development
Speech and Copy Writing
Video Design and Production

WORK HISTORY

Current

Principal

Bruce Morrow Creative, LLC – Athens, GA

Founded and serve as senior creative director of this corporate communications agency, which specializes in developing communications programs that drive audience behavior.

- Develop and implement strategies and deliverables for internal and external communications.
- Provide creative and design leadership for projects across multiple industries and creative platforms.
- Develop and produce specific communication pieces from initial strategy through concept, design, content development, platform development and delivery.
- Develop and deliver outcome-specific workshops for sales and marketing teams and their leaders.
- Provide guidance and executive coaching for executives seeking to improve their communication approaches and skills.

01/1997 - Current Partner / Director

M Squared OnStage, Inc. – Atlanta, GA

Co-founded and continue to serve on the board of directors of this provider of technical production and staging services for meetings and events worldwide.

- Develop and retain major corporate accounts through strategic selling.
- Provide creative and design leadership for projects across multiple industries and creative platforms.
- Steward consistent growth and continued profitability by providing innovative and cost-effective solutions for meetings, events, and digital initiatives.

02/2010 - 02/2013 Chief Marketing Officer / Chief Creative Officer

Access TCA, Inc. – Atlanta, GA

Provided transitional leadership as the company expanded its portfolio and market reach, following the acquisition of M Squared Creative.

- Served on the Executive Committee.
- Created and implemented external and internal communications strategies.
- Managed the marketing and business development strategy.

Access TCA, Inc. – (cont.)

- Managed print, online and social media communications designed to promote company brand, image and values.
- Provided direct support and communications consultation for CEO during management reorganization.

07/1994 - 02/2010 President / Managing Partner

Acquired 2010 M Squared Creative, Inc. – Atlanta, GA

Co-founded and led this provider of comprehensive meeting and event services for corporations and associations worldwide. Managed full-time staff of meeting professionals, creative directors, writers, designers and business development personnel.

- Grew a one-employee company with no capital into a multi-million dollar organization providing multiple creative services worldwide.
- Planned and launched innovative, creative and effective communications campaigns, corporate meetings, events and trade show promotions for highly-recognized, multi-billion dollar companies in healthcare, manufacturing, consumer products, finance and technology.
- Leveraged professional relationships to develop new business opportunities and acquire new accounts with project budgets up to \$5 million.
- Worked directly with senior leadership at client companies to develop messaging, write speeches and provide executive coaching.
- Managed creative team to develop and execute all aspects of the program design and implementation.

08/1992 - 07/1994 National Director of Sales

Access TCA, Inc. – Atlanta, GA

Opened new Atlanta facility for this exhibit design and production firm and conducted direct sales effort in the Southeast.

EDUCATION

Bachelor of Arts with High Distinction

University of Virginia—Charlottesville, VA

- Phi Beta Kappa
 - Jefferson Society
 - Raven Society
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