

Seger S. Morris

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Experienced Business Development Specialist

- Combine valuable, extensive, and diverse corporate and life experiences with continuously advancing education including a Master of Business Administration from the University of North Texas completed August, 2007
- Recognized by coworkers and classmates alike as an ambitious and dedicated leader with unmatched persistence and determination
- Accomplished management and business development professional with a strong portfolio of academic and professional successes in the marketing management, auto rental, vitamin & supplement, and primary-care medical industries

Operations Management • Business Development • Online Marketing / Advertising
Business Services • Employee Development • Client Relations • Sales Development

Professional Experience

Seger Morris, LLC, Harrogate, TN • 2005 – Present

Business Development Consultant

Provide independent consulting services specializing in business development and marketing management to clients in a variety of geographic regions, and industries ranging from medical practices to promotional-products companies. Develop and implement strategies to penetrate new markets, while maximizing operational efficiency and profitability.

Major Contributions:

- Optimized operational strategy and infrastructure to support a new internet-based strategic marketing plan at a Texas-based promotional products company which resulted in a year-over-year increase in profitability of over 120%
- Developed, implemented, and monitored a client relations program while experiencing more than 85% growth in subscribers in only one year.
- Maintained existing website while recommending and supervising the transition to a more sophisticated website and hosting company for a Texas-based promotional products company.
- Supervised the creative and developmental aspects of website construction for a Florida-based vitamin and supplement company that is set to open for business in 2008.
- Assisted with the development of an internet-based patient relations program for a Texas-based medical practice.

Morris Medical Center, P.A., Fort Myers, FL • 2005 – Present

Director of Business Development

Responsible for the development and implementation of marketing program to attract new accounts, maintain existing accounts, cross-sell services, and promote new products and services.

Major Contributions:

- Spear-headed the development of a creative new marketing campaign for the company's medical weight loss service

Continued...

- Supervised the redesign of and currently maintain the organization's website that consists of an industry leading "virtual office visit" feature
- Achieved exponential growth in various services while establishing a significant number of new accounts
- Developed, implemented, and monitor an internet-based patient relations program that has proven beneficial in both marketing and patient satisfaction

Enterprise Rent-A-Car, Fort Myers/Naples, FL • 2001 – 2005

Branch Rental Manager

Promoted to command of a struggling location and quickly established it as one of the areas flagship locations. Implemented new marketing and operational strategies while transforming the attitude of the employees within the location in order to restore profitability and achieve extraordinary growth.

Major Contributions:

- Increased profitability by over 300% annually while ensuring above-average customer service ratings
- Produced more than 20% annual growth in rental units while increasing annual revenues by more than 50%
- Successfully opened and managed a second location that was profitable in its first month
- Propelled the locations to the #1 ranking in the Southwest Florida group in terms of growth, revenue, and profitability on several occasions
- Developed more than ten Management Trainees, three of whom were promoted to management positions

Assistant Branch Rental Manager

Supervised all daily operations of an airport location that serviced more than 250 rental transactions per day through more than 25 employees. Responsible for training and scheduling employees, as well as ensuring accuracy and efficiency in the underwriting of rental contracts

Major Contributions:

- Promoted to management position as fast as anyone in the history of the Southwest Florida Group by excelling in customer service as a Management Trainee
- Received a Leadership Award for my role in creating the Management Trainee Training Manual for the Southwest Florida Group
- Assisted with the development of more than 30 Management Trainees and Interns, 13 of whom were promoted to management positions

Career Note: Additional positions include Intern – Scottrade Financial Services, Fort Myers/Naples, FL, 2000-2001; Pharmacy Technician – Aviation & Family Medical, Fort Myers, FL, 1999-2000; Data Entry Assistant – Bastrop Propane, Bastrop, TX, 1997-1998. Details available upon request.

Education

Master of Business Administration – Strategic Management

University of North Texas Toulouse School of Graduate Studies, Denton, Texas

Bachelor of Science – Investment Finance

Florida Gulf Coast University Lutgert College of Business, Fort Myers, Florida

Certifications & Affiliations

Licensed: Florida Real Estate Salesperson

Member: National Association of Realtors, Florida Association of Realtors, Claiborne County Chamber of Commerce, Students In Free Enterprise