



Neal Morrison

Financial Strategy Consultant

Neal Morrison's consulting career has spanned over 25 years and specializes in business strategy & analytics including: online platform development, airline and agency analytics and competitive mapping of the Online, Corporate & Leisure Travel Agency Marketplace.

Representative Relevant Experience:

Business Strategy: Part of a team that developed an integrated business strategy for a local agency consisting of comprehensive reporting including expense management and benchmarking. This strategy includes process reengineering, technology needs identification and marketing strategies.

Business Analytics: Took the lead in developing analytical model for delivering comprehensive business metrics for corporate clients in the segments of air, car & hotel spend. Developed comprehensive market assessment for agency and airline marketplace including detailed buying personas, new product development opportunities and product roadmap and implementation plans.

Commercial Project Development: Took a lead role in the development and management of several high profile commercial projects for clients including, BellSouth, Georgia Aquarium, Board of Regents & Georgia World Congress Center.

Mergers & Acquisitions: Part of a team that implemented the operational systems conversion and consolidation for regional and national banking mergers including Bank of America, NationsBank, C&S/Sovran, BankSouth & North Carolina National Bank.

Background:

Mr. Morrison has a 20+ year career in a wide spectrum of business and travel industry segments including project management experience in the banking, commercial real estate development and travel industries. At present Mr. Morrison is providing consultative support in the areas of strategy design, product development, travel spend analytics and online strategy & implementations at the agency level within the travel industry. During the early to mid-2000's, Mr. Morrison was a manager of commercial real estate development projects with a local family-owned development firm overseeing the profitable implementation of \$200 Million business portfolio. During the mid to late 90's Mr. Morrison was involved in several regional and national bank mergers in the area of data and systems consolidation.

Education: MBA: Emory University; BA: Washington University in St. Louis