

Jeffrey A. Morse
11 William Reynolds Farm Road
West Kingston, RI 02892
401.413.5528
jeff@imajassociates.com

Summary

Senior Executive with extensive experience in creating, implementing, building, restructuring and supporting organizations from startups to medium and large size organizations.

My experience is in supporting the complete business operations in the area of finance, development, statistical analytics, professional services, operations, contract management, negotiations, vendor management and sales.

Specialties

Building and leading all scales of a company's operations; what makes me especially unique is my creativity - having art, graphics and creative marketing as part of my deep professional experience.

Career highlights:

Imaj Communications & Design Inc

Chief Operating Officer: 2005 - present

Through my photography I met and eventually partnered with Imaj Communications & Design, an award winning Rhode Island-based Marketing, Communications and Branding firm. Working initially for the firm as a contract photographer soon led to full time work as COO. The match between my skill set and their needs couldn't have been more appropriate. As the COO for Imaj I have been responsible for the day to day operations of the organization, new business development, client management, writing proposals, and web development, financial planning and data analytics. Because Imaj is a marketing, advertising, and branding firm, analytics are focused specifically on marketing metrics and web & social media metrics for programs we develop on behalf of our clients. Imaj's clients spanned the gamut, from restaurants & hospitality, to education, to non-profit & quasi-public organizations. Well known for its ability to handle complex & difficult messaging and public & media relations, Imaj has developed a strong reputation as the go-to agency for crisis communications. Outside of the office, I also co-host a radio show on creativity and emerging technologies with Imaj president, Jami Ouellette.

Jeffrey A Morse Photography

Owner: 1997 - present

While working at Adheris I felt the need to fulfill the creative side of my brain once again. Therefore, after my long hours there, I started doing freelance photography, growing it from a hobby to a successful business. I had developed my interest in photography back at URI, when working toward my undergraduate degrees.

Through the years, I refined my skills and had invested in professional equipment for my own personal use. My extensive portfolio now includes everything from corporate events to portraits, wildlife, sports and an extensive stock photo collection.

Adheris

Controller and Vice President: 1993 - 2005

After leaving Brooks Drugs, I joined a Boston-based startup company called Adheris (originally named Elensys Care Services), first as Director of Operations and Accounting and then Controller and Vice President of Web Development. The company was a database management company founded on the principle that people are fundamentally non-compliant when it comes to taking their medications. We designed and built unique software, which we later patented, that would positively identify patients and track their prescription drug-taking behavior. The software was robust enough to identify patients even when some of their identifying data changed – such as their physical address – as well as identify when individual patients were on multiple prescriptions. For better or worse, the product we developed, along with some unfortunate and misleading media coverage in the Washington Post, ultimately triggered the development of the HIPAA regulations we know today. The compelling story behind the story is how we, as a small developing company, were able to overcome potentially catastrophic media coverage that pegged us as a “marketing company” that breached patient confidentiality.

My responsibilities with Adheris included all of the accounting related to starting and running a business, financial analysis, budgets, external audits, tax filing, employee stock option, retirement and compensation plans, data mining and statistical analysis. In the first two years we focused heavily on developing the software behind the idea and marketing the business. During this time my responsibilities were more focused on data analysis and providing our marketing team with the information they needed to prove the efficacy of the product. In the beginning I extracted data and performed analyses using SQL queries and Microsoft Access. As our database grew we migrated to SAS, and then ultimately established an entirely separate analytics department. It was also my responsibility to identify and implement new methods to reach patients in ways that would have an impact on their behavior. Those methods included delivering reminders to patients through text messaging and email and then using that same technology to draw patients to websites utilizing value propositions (ground-breaking concepts in the 1990s).

We grew the company from an idea to the leading prescription drug compliance company in the United States that today yields \$80-100MM in revenue/year. The company was sold in 2006 to InVentiv Health for about \$75MM. It continues to operate out of Burlington, MA.

Brooks Drugstore Corporate Offices: 1987 - 1993

Business Systems Analyst: 1991 - 1993

Once the Advertising production department conversion was complete, I also earned my MBA in Finance from Bryant College. At that point, I was recruited internally for a mainframe accounting systems conversion project in which we combined the three disparate accounting systems from three of the largest drug chains in the United States into a single system. The consolidation project positioned the company for a successful sale

in the early 1990s.

Art Director: 1987 - 1991

In the late 80's, after graduating from the University of Rhode Island, I was recruited by the Brooks Drugstore chain to do illustrations and page layouts for all their circulars and then to spearhead transitioning the advertising department from a completely manual, labor-intensive production process to a Mac-based environment. While 24 years later the technological details of the work are largely irrelevant, the challenges I faced are timeless. Transitioning to a digital production environment involved challenges at every level - from fundamental resistance to cutting edge solutions, to training employees, to eliminating a union-backed print shop.

Education:

MBA Finance, Bryant College, 1993

B.A. English/Art History, University of Rhode Island, 1987

Other Interests:

Custom, finish carpentry, and furniture making; fine art: sketching, painting and photography

Fluent in:

Microsoft Excel, Powerpoint and Word; HTML, and Wordpress; Adobe photoshop, Lightroom

Proficient in: Adobe Creative Suite

Experience with: Microsoft Access, SQL, Paradox, Javascript, XML, Adobe Dreamweaver