

The data drives the decisions...

...the decisions that increase revenue, power profitability, and everything in between.



Bill Morrow

Managing Partner

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Bill brings 20+ years of cross-functional senior leadership experience in various industries to his clients. Bill's ability to identify paths around obstacles, build actionable solutions and move a company positively forward during the implementation stage sets him apart from his peers. Like everyone on the ECS team, Bill actively seeks opportunities to drive revenue and accelerate growth.

Known for: *Cross-functional integration - Being a change agent - Problem solving and creative thinking*

Extensive expertise in:

- *The integration of Operations, HR, Finance, Marketing, and Sales*
- *Sales process improvement*
- *Sales team assessment & restructuring; sales coaching*
- *Merger & acquisition assimilation*
- *CRM selection and implementation*
- *Hiring and on-boarding "A" talent*
- *Compensation analysis and creation*

Prior to ECS, Bill served as Vice President Sales at Lakeshore Learning Materials, where he rebuilt the sales team and improved hiring process which resulted in a 20% increase in revenues YOY. Bill's senior leadership positions include VP Sales North America for Rentokil, a pest control company; and VP Sales for Regus, a flexible workplace provider in the US.

Bill is a graduate of Western Michigan University where he earned a BS in Biology.