

JIM MORGAN

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PERFORMANCE SUMMARY

An Award-Winning and Industry-Recognized Communications Executive Leader with experience in organizations ranging from \$15.5M to \$740M global businesses. Proven performance managing revenue goals of up to \$3M and operational budgets of up to \$1.9M. A capable mentor with a track record of attracting, recruiting, and advising teams of up to 10, building the foundations necessary to accelerate performance and increase revenue.

CORE COMPETENCIES

- Communications Strategy
- Investor Relations
- Employee Engagement
- Strategic Alliances
- Customer Engagement
- Team Leadership
- Social Media Strategy
- Quality Systems and Strategy

EMPLOYMENT HISTORY & ACHIEVEMENTS

TULSA REGIONAL CHAMBER OF COMMERCE, TULSA, OK

2016 – PRESENT

A \$15.5M nonprofit with 50 employees supporting businesses within the region.

Senior Vice President of Communications – Tulsa Regional Chamber

Team Leadership: Reporting to the EVP and COO with a \$1.9M OPEX and ten employees with three direct. Responsible for all internal/external communications and events with a particular emphasis on C-suite messaging and investor/stakeholder relations. In addition, orchestrated media relations, public relations, branding, and social media strategy. Inherited an underperforming communications team with high attrition and a lack of cohesion. Resolved to initiate a turnaround. Conducted a series of one-on-one meetings over two weeks to identify gaps, which led to the discovery of a lack of career succession pathways. Created three promotional tracks correlated to roles and responsibilities. Met with all staff again to evangelize the plan, make improvements, and implement. This model improved performance, morale, and cohesion, lowered attrition and was adopted by other departments. **The following are a few other contributions:**

- **Communications Strategy:** After a mass shooting killed four people at one of Tulsa's largest employers, tasked by the President and CEO to develop an immediate media response. Persuaded him to wait due to the absence of correlating facts. As facts were unearthed over the following two days, crafted accurate messaging, then orchestrated the creation of a social media graphic that the community shared extensively. **This avoided damage to the organization's reputation, and a "Crisis Comment Guide" has since been developed for use in subsequent scenarios.**
- **Quality Systems and Strategy:** The Chamber was struggling to meet its quality goals due to a lack of accountability. Tasked by the COO to reinvigorate quality efforts. Conducted an internal audit and planned a strategy. In the following 90 days, rewrote the Chamber's 50-page quality application to highlight economic/community development, tourism, and government affairs. Prepared all personnel for an examiner site visit, which passed and resulted in a 20% performance improvement. **Raising the Chamber's achievement level in 2019 enhanced its reputation with stakeholders and directly contributed to a 2020 National Chamber of the Year award.**
- **Social Media Strategy:** When the pandemic forced a virtual work environment, the President and CEO's ability to have in-person meetings was eliminated. Charged to maintain his visibility despite constraints. Leveraged an already-established presence on LinkedIn and took ownership of the CEO's [account](#) with a regimen of posts/videos directly addressing contacts. This grew his follower count to nearly 32K, and the Chamber's account grew to 10.2K followers, which allowed the budget to rebound in 2022 and 2023. **This strategy continues to this day; responsibilities expanded to include all CEO social media management.**
- **Investor Relations:** Based on data, the incoming Board Chair's speeches at the Chamber's annual meeting required additional visual appeal. Recruited by the EVP/COO to intervene after prior ELT attempts had failed. Over the next five months, working with the Chair, simplified the speech and incorporated/aligned new visual methodologies. Post-survey data was overwhelmingly positive, and the Chamber generated 6.55M impressions and ~\$65K in earned media, exceeding expectations. **Tasked to draft future speeches; received a Silver Link Award as a result.**
- **Strategic Alliances:** In the wake of Tulsa's homelessness crisis, called upon by the EVP and COO (as a part of the mayor's initiative) to identify a peer city dealing with homelessness and investigate possible solutions. Identified Denver as the peer city, focused on mental health awareness, and discovered organizations with whom to meet. Coordinated logistics for a three-day trip with 100 people and formed beneficial connections with all partners. **Because of these efforts, the mayor announced a new \$500M initiative to fight homelessness in Tulsa.**
- **Customer Engagement:** Regional chambers must reaccredit with the U.S. Chamber of Commerce every five years. Charged by the EVP and COO to lead the process in 2022, despite resource constraints (caused by the pandemic) and higher requirements. Formed a plan and delegated rubric portions to staff in the first week. The following 60 days, enforced timelines, reviewed submissions, and ensured continuous improvement. **The Chamber received a perfect score and five-star status, which elevated morale and strengthened investor relations.**
- **Employee Engagement:** A staff member collapsed in the office and later passed away in the hospital. The Head of HR initially drafted an email to inform all staff of the incident. Upon finding out, immediately intervened and persuaded the Head of HR to take a more personalized approach. Assembled all members of the ELT, created a protocol to disseminate information and sourced a free counseling service for team members. **This communication model avoided misinformation and forged trust between leadership and the workforce.**

- **Investor Relations:** Meeting minutes were requested from the 1921 Tulsa Race Massacre period. Leadership was concerned this would affect public perception. Charged by leadership to form a strategy to minimize negative impact. Over 30 days, secured a historical advisor to guide leadership and provide contextual commentary. Adopted a transparent approach and documented the entire process for the Chamber's [membership magazine](#). **These efforts fortified the organization's reputation, strengthened relationships with investors, and led to a [Chamber of the Year award](#).**
- **Employee Engagement:** Annual Employee Engagement Survey feedback revealed that employees were disconnected from the organization, and prior leadership attempts failed to resolve the issue. Commissioned by the EVP and COO to restore order. Within 30 days, created the Chamber's first-ever internal newsletter that disclosed staff information, reinforced the vision and mission, and shared miscellaneous info, like staff birthdays and promotions. **The newsletter enhanced morale, maintained staff connectivity during the pandemic, and reduced topics to cover at meetings.**

T.D. WILLIAMSON, INC., TULSA, OK

2007 – 2016

A \$740M pipeline equipment and services organization serving the oil & gas industry with 1,400+ employees.

Director, Marketing Communications (2013-2016)

Reported to the SVP of Marketing & Technology with 12 employees and seven direct reports. Responsible for delivering all CEO messaging, internal communications, media relations, external product marketing, internal communications, creative services, brand management, and events, including trade shows and customer receptions.

Technical Writer and Global Media Buyer / Editor, Innovations Magazine (2007-2013)

Reported to the Director of Strategic Marketing with a \$360K OPEX and was responsible for managing all writing, media buying, and editorial functions, which included CEO op-eds and employee messaging, press releases, white papers, and industry articles, as well as promotional copy for brochures, flyers, and the corporate website.

SCHUMAN PUBLISHING, TULSA, OK

2007

A monthly print and digital publication company with eight employees dedicated to the state of Oklahoma.

Editor, Oklahoma Magazine

Reported to the Publisher with four employees and two direct reports. Responsible for managing all editorial department functions, which included story assignments, editing, and proofing of all content before monthly publication.

R.L. HUDSON & COMPANY, BROKEN ARROW, OK

1998 – 2007

A \$25M design/manufacturing firm with 100+ employees specializing in rubber parts and molded plastic components for heavy machinery.

Marketing Coordinator

Reported to the Marketing Director and was responsible for all internal and external CEO messaging and creating all editorial and promotional content for print and web use.

ABC TELEVISION, LOS ANGELES, CA

1995 – 1998

An American television network.

Research and Continuity Manager

Reported to the Headwriter and was responsible for managing medical, scientific, and legal research needs for a team of ten writers for the daytime drama "General Hospital" and its spin-off, "Port Charles." Assembled a volunteer team of expert consultants to assist with factual accuracy. Tracked story continuity for 7.5 hours of network television per week.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA – LOS ANGELES, CA

Master of Fine Arts in Film & Television Production

UNIVERSITY OF TULSA – TULSA, OK

Bachelor of Arts in Communication (Magna cum laude)

CERTIFICATIONS

Certified Quality Examiner (Oklahoma Quality Foundation)

Graduate of Leadership and Reputation Academy (Schnake Turnbo Frank)

Graduate Certificate in Executive Leadership (Rice University, Jones Graduate School of Business)

AWARDS / CORPORATE AWARDS

Business Support Series webinar – "Pivoting with Purpose" (May 2020) Keynote speaker on the topic of how to adjust strategy during challenging times.

Oklahoma Business Ethics Consortium – "Discerning the Truth" (February 2019) Moderator/participant for a panel on ways to separate fact from fiction in media.

Silver Link Award – Special Event category, Public Relations Society of America (2017) Recognition for speechwriting and production of the 2017 Tulsa Regional Chamber Annual Meeting.

First Place – Magazine News Writing – Society of Professional Journalists (2012) Award for an article about the perils of cyclists on the road.

ADDY Citation of Excellence for Sales Promotion – Tulsa Advertising Federation (2006, 2007) Awards for executive messaging within Solutions magazine.

Bronze Quill Award of Merit for Feature Writing / Technical Writing / Color Photography / Excellence for Writing – International Association of Business Communicators (2005) Editorial content for use in corporate promotional collateral.

Bronze Quill Award of Excellence for External Newsletter – International Association of Business Communicators (2003) Editorial content for use in corporate promotional collateral.

Bronze Quill Award of Excellence for Technical Writing – International Association of Business Communicators (2002) Technical writing for use in corporate promotional collateral.

ADDY Citation of Excellence for Direct Marketing Campaign – Tulsa Advertising Federation (2001) Award for "THANE" polyurethane marketing campaign.

Emmy Awards for Best Daytime Drama – Academy of Television Arts & Sciences (1996 and 1997) Shared award for all General Hospital staff.

"Wordsmith Award" – Junior Achievement (2019) – For the creation of organizational messaging (as a Board member).

"Examiner Excellence Award" – Oklahoma Quality Foundation (2018, 2019) – For serving as a certified quality examiner.