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PROFILE

Biography of Ed Morrison

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Ed Morrison is on the staff of the Center for Regional Development at Purdue University, and he serves as Economic Policy Advisor for the WIRED initiative in North Central Indiana. He is also founder of I-Open, the Institute for Open Economic Networks, based in Cleveland, and publisher of EDPro (<http://edpro.blogspot.com>), a popular weblog for economic development professionals. He serves on the Board of the University Economic Development Association, teaches advanced strategy at the Economic Development Institute, and serves on the Regional Experts Committee of the Council on Competitiveness.

For over nineteen years, he has been conducting strategy projects with economic developers in the U.S. His work won the first Arthur D. Little Award for excellence in economic development presented by the American Economic Development Council. Mr. Morrison is the architect of the strategic economic development plan for Oklahoma City, and he served as economic development consultant to the Chamber from 1994 to 2002. Mr. Morrison designed and launched an economic development strategy for the city in 1996. The business community committed \$10 million for this aggressive five-year economic development action plan. Businesses invested an additional \$12 million to fund the strategy beginning in 2001.

He founded the Biomedical Research Foundation of Northwest Louisiana and served as a consultant to President Dan Reneau of Louisiana Tech University on university research and technology transfer. He drafted the development code for Ascension Parish, Louisiana, among the fastest growing counties in the state. He served as consultant to the parish planning commission from 1998 to 2003.

Mr. Morrison authored the 1998 report for the Commission on the Future of the South, chaired by former Kentucky governor, Martha Layne Collins. Governors in 14 Southern states appoint the Commission every six years to chart an economic development course for the South. The governors unanimously endorsed the 1998 Commission report, and then Governor Zell Miller of Georgia called it the "best Commission report ever written."

From 1998 to 2003, Mr. Morrison managed the community assessment program for the Kentucky Cabinet for Economic Development. This initiative improves development prospects throughout rural Kentucky. Since 1998, Ed has taught economic development strategy at the Economic Development Institute at the University of Oklahoma.

Mr. Morrison travels to China frequently. His extensive experience in China began in 1986, when the Hong Kong Industry Department retained him as a consultant. Since that time he has worked for the United Nations Development Program, and for private investors.

Prior to starting his economic development work, Mr. Morrison worked for Telesis, a corporate strategy consulting firm. In this position, he served on consulting teams for clients such as Ford Motor Company, Volvo, and General Electric. He conducted manufacturing cost studies in the U.S., Japan, Mexico, Canada, Italy, Sweden, and France.

Mr. Morrison started his professional career in Washington, D.C., where he has served as a legislative assistant to an Ohio Congressman, staff attorney in the Federal Trade Commission, and staff counsel in the US Senate. He holds a BA degree cum laude with honors from Yale University and MBA and JD degrees from the University of Virginia.

Following are some examples of his relevant qualifications and accomplishments.

IndianaWIRED: Economic Policy Advisor. Mr. Morrison completed the implementation plan for IndianaWIRED, a recipient of \$15 million for WIRED (Workforce Innovation in Regional Economic Development). This implementation plan includes a detailed action plan for initiatives in four target areas: talent development, entrepreneurship, cluster development and collaborative leadership. Mr. Morrison manages the process of civic engagement for the IndianaWIRED region of 14 counties in North Central Indiana. On the basis of his leadership in IndianaWIRED, Mr. Morrison has been asked by the Department of Labor to head a Community of Practice among WIRED regions engaged in clean energy across the country. This Community of Practice includes the National Renewable Energy Lab and the Clean Energy Alliance, a national network of twenty incubators involved with clean energy businesses.

CommerceLexington: Project Manager. For the Chamber of Commerce in Lexington, KY Mr. Morrison designed a strategy and a process of civic engagement called "strategic doing". Based on a new model of economic development and workforce development, strategic doing emphasizes the role of civic engagement and civic forums in defining, guiding, implementing and evaluating strategic initiatives. CommerceLexington has reorganized its chamber operations to implement this model of engagement.

Development Department, Cuyahoga County, Ohio: Project Manager. Cuyahoga County, Ohio is among the largest twenty five counties in the U.S. For this project, Mr. Morrison designed the first deployment of innovation zones as a local economic development strategy. Unlike the development zones currently being implemented in Michigan, Pennsylvania and Washington State, the Cuyahoga County innovation zones emphasize the design and development of networks to support various different dimensions of innovation including the physical development of "hot spots", talent development networks, and business development networks.

Employment and Training Administration, Department of Labor: Content expert. Mr. Morrison is participating in the Employment and Training Administration's initiative, "Driving Transformation: Innovations Fueling Tomorrow's Workforce System." This initiative is designed to seed transformation in the public workforce system through teams of representatives at the local, regional and state level. The initiative consists of two forums that provide customized learning experiences designed to define and accelerate innovative service delivery strategies.