

Louis Morales

CEO | Fortune 500 Executive | Entrepreneur
Consumer/Financial Services | eCommerce | Social Media



Louis Morales is an executive with a unique blend of Fortune 500 consumer and financial services experiences coupled with an ecommerce, social media and start-up background. He's served in senior management positions for General Electric, First Data Corporation, Barclays Bank and others and has extensive entrepreneurial experience. His most recent and successful endeavor became one of the nation's top daily social e-commerce sites with 200,000 subscribers, 2 million consumers and 10,000 merchants.

At GE, Lou managed three direct marketing businesses which had more than 11 million consumers and operated in 22 cities across the country.

At First Data, he created a successful organization of technical, sales, marketing, and operational professionals that provided financial debit card transaction software to leading financial institutions in the US. This unit quickly became the recognized industry leader with more than 12 million consumers generating approximately 4 billion transactions annually.

He builds businesses with a focus on exploring and implementing growth initiatives. Client and employee satisfaction are managed and improved through best-practices programs and concepts such as "Six Sigma," "Quality First," "Service-Profit Chain" and "Lifetime Value of Client".

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He's managed a wide variety of complex operating environments, each with their own unique challenges and opportunities. For example, Barclays Bank required global, multi-currency, and multi-product systems; First Data required 24/7 fail-safe, error proof processing; GE's focus on six sigma demanded continuous process improvement; and the start-ups needed a blend of strict processes and creativity.

He knows how to attract, retain and motivate a strong team. He is a clear and influential communicator who is skilled at presenting across all disciplines and to all levels. His influence derives from his broad business knowledge, fact-based positions, high integrity, and solid reputation.

Lou has an MBA from Hofstra University and a Bachelors Degree in Business Administration from Louisiana State University.

**Find out more about Louis at www.linkedin.com/in/loumorales
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