



## Joe Morgan

### CEO of SiY, LLC

Nashville, TN

Having spent his career serving as a CEO or Member of the Board for large public as well as start-up and growth companies, Joe brings a wealth of experience and demonstrated leadership in transformational business environments. He has been successful in driving value and achieving strategic growth objectives in many industry sectors, including service, technology, and manufacturing.

Joe's experience includes having served as the CEO and Board member of Standard Register, a \$1B+ public company, and recognized leader in the management of mission-critical communications for various sectors, including health care, financial services and manufacturing. He also served as Chairman and CEO of Uniguest, the leading provider and trusted integration partner of secure managed technology solutions with focus in hospitality and business services; Chairman and President of Sony Chemicals, a leader in specialized coatings for the automatic identification and electronics market; and President and Board Member of eflatbed.com, an on-line marketplace for transportation.

Additionally, Joe is on the Executive Advisory Board for NexPhase Capital, a private equity investment firm focused on middle-market companies. He also serves on the Boards of Lion Group, OmniSYS, Heapy Engineering, JBM Envelope Company and Mary Queen of Angels Eldercare. He serves on an advisory capacity at CURA Homecare, and is on the advisory board for WPI Life Sciences.

Joe is frequently called upon as a speaker and lecturer.

### Areas of Expertise

- Business, Product and Market Development
- Change Management
- Corporate Strategy - Turnaround, Restructuring and Repositioning
- Culture Development Mergers and Acquisitions
- Go-To-Market Positioning
- Health, Safety and Wellness
- Operations
- Performance Management
- Software Development/IT

### Professional Experience

- **CEO and Board Member**  
Standard Register | Dayton, OH
- **CEO, Smartworks**  
Dayton, OH
- **Chairman and President**  
Sony Chemicals | Pittsburgh, PA
- **CEO, eflatbed.com**  
Pittsburgh, PA
- **Chairman and CEO**  
Uniguest | Nashville, TN

### Education & Honors

- **MBA**  
Clark University | Worcester, MA
- **BS - Chemical Engineering**  
Worcester Polytechnic Institute | Worcester, MA
- **BA - Chemistry**  
College of the Holy Cross | Worcester, MA



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