

Jimmy D. Morrison
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Summary:

Multi-disciplined executive with experience in the international transportation, telecommunications, data transmission, energy and automotive industries for more than twenty years. **Poised and articulate** public speaker and **university lecturer**, fluent in languages and participated in a director's role on several industry association boards. Member of the Siemens AG worldwide management and as president and CEO of Siemens Transportation Systems Inc., responsible for the profit and loss of a company with an annual turnover of \$350 Million. **Decision oriented** chief executive who places a premium on establishing and achieving strategic and financial goals.

Experience:

- 2011-present University of Kansas**
Lecturer and Director, Center for German Business Language
Department of Germanic Languages & Literatures
Responsible for instruction in and testing of "German for the Professions." Oversee summer internships to Germany. Guest lecturer to various programs on campus dealing with "The German Business Environment."
- 2007-2011 University of Kansas**
Co-Director-Center for International Business Education and Research (CIBER)
Responsible for operational aspects of this Department of Education funded center charged with internationalizing students, faculty and local business.
- 2003-2007 University of Kansas**
Director and Managing Trustee, Madison and Lila Self Graduate Fellowship
Responsible for recruiting, selecting, and developing PhD candidates in the sciences, engineering, business, and economics for this four year fellowship program. This includes control of an endowment of over \$50Mio.
- 2000-2003 University of Kansas**
Associate Director-Center for International Business Education and Research (CIBER)
Responsible for business outreach in the international arena as well as team consulting using MBA students.
- Lecturer*
Responsible for the design and delivery of courses on international business, project management and German business practices.
- 1999-date Consultant**
Principal
Consulting for the transit industry as well as all aspects of international business, including operations management and strategy formulation and implementation.
- 1996-1999 Siemens Transportation Systems, Inc., Iselin, NJ**
President and CEO
Responsible for all aspects of Siemens rail-bound transportation business in the US. Successful in integrating the earlier subsidiary Siemens-Duewag, improving manufacturing, engineering and project management processes to achieve profitability. Moved Siemens from an average volume of \$200M to \$350M. Implemented economic value added as a management tool one year earlier than goal.
- 1994 - 1996 Siemens Transportation Systems, Inc., Iselin, NJ**
Executive Vice President, Main Line and Infrastructure Division

Responsible for all aspects of sales and marketing for the Main Line and Infrastructure Division, which includes signaling, control centers, traction electrification, main line and locomotive rolling stock and turnkey procurements. Successful in focusing the sales and marketing function within Siemens and received the turnkey project Tren Urbano in San Juan Puerto Rico, the largest order for any Siemens company in North America, \$510M.

- 1991 - 1994** **Siemens Transportation Systems, Inc., Iselin, NJ**
Vice President and CFO
Responsible for all aspects of finance and administration, including implementation of control systems, and support for all Siemens Transportation worldwide strategic actions. Successful in establishing the finance function as full partner in the business, involved in all decision making processes including strategy and negotiations.
- 1990 - 1991** **AEG Corporation, New Jersey**
Director, Commercial Coordination
Commercial responsibility for all North America Operations commercial questions. Assumed total commercial responsibility for AEG Corporation.
- 1982 - 1990** **Siemens Energy & Automation, Inc., Roswell, GA**
Division Controller, Special Equipment Division
Managed the group's commercial activities, such as business administration, contract negotiation, accounting and management information systems.
- 1982 - 1990** **Siemens Energy & Automation, Inc., Roswell, GA (continued)**
Business Unit Controller, Power Systems and Transportation
Responsible for supervision and control of the commercial and business administration, including supervising contract negotiations and contract administration, as well as international monetary transfers and currency hedging, purchasing, and financial reporting and analysis for the units.
- Manager, Business Administration, Iselin, NJ*
Successfully negotiated several multi-million dollar long-term contracts. Responsible for coordinating and negotiating the purchasing necessary for said contracts with sub-suppliers in the US and Germany. Division P/L and balance sheet responsibilities. Responsible for all short and long range budgets and forecasts and all monthly reporting.

Education includes a **B.A.** and **M.A.** from the University of Kansas and attendance at the Universität Erlangen/Nürnberg in Germanic Languages and Literature, as well as being certified by the **German Chamber of Industry and Commerce** as "Industriekaufmann". Attended numerous Siemens AG sponsored in-house management training programs specializing in all aspects of business management including strategy and shareholder value/economic value added.

Member advisory board of the Center for International Business Education and Research (CIBER) and the Max-Kade Center for German-American Studies at the University of Kansas.

Industry memberships included a seat on APTA's (American Public Transit Association) Board of Directors and RPI's (Railway Progress Institute) Governing Board. Publications include:

American Public Transit Association: Implementation of the Buy America Requirements of the STAA of 1982, as Amended in 1987.

Department of Transportation, Urban Mass Transportation Agency: Certification of Disadvantaged Enterprise Goals for Transit Vehicle Procurements Funded by US DOT.

Honors: Member Delta Phi Alpha, Deutsche Ehrenverbindung
Member Phi Beta Delta, Honor Society for International Scholars

Languages: Fluency in German