



*Profile of*

**Kenn Morris**

**President/CEO of Crossborder Group Inc.**

**Gerente General of Crossborder NS, S de RL de CV.**

**Kenn Morris** has nearly twenty years of experience in nearshore consulting and business strategies in Mexico and Latin America, specializing in industry market research, nearshore manufacturing, technology, logistics, infrastructure, and trade-related policy issues. As President and CEO of *Crossborder Group Inc.*, and *Gerente General* of its Mexico-based subsidiary, *Crossborder NS, S de RL de CV*, he is considered by many to be an expert in NAFTA and CAFTA market issues, crossborder strategic thinking, as well as nearshore competitive strategies. He has been quoted in print and television media, including *USA Today*, *Business México* magazine, *The Bureau of National Affairs-International Trade Reporter*, *Associated Press*, *Milenio* magazine, *The Los Angeles Times*, *The San Diego Union-Tribune*, *The Orange County Register*, *The Arizona Republic*, *El Norte (México)*, *Retail Traffic Magazine*, and others; and was the lead author and lead researcher for the noted University of California studies, *Borderless Innovation* and *Borderless Biotech & Mexico's Emerging Life Sciences Industry*. Clientele have included Fortune 100 firms, manufacturers, consumer product companies, major universities, and government agencies from the U.S., Europe, and Latin America.

In 2006, Mr. Morris was designated a member to the U.S. Department of Commerce's San Diego District Export Council, and in 2008 was appointed by the U.S. Secretary of Commerce to serve on the Border District Export Council (Border DEC), made up of ten business leaders from along the US-Mexico border.

Mr. Morris has a MBA specialized in International Business from San Diego State University, and was an International Fellow in the AGSIM (Thunderbird)/Universidad Autónoma de Guadalajara program in Jalisco, Mexico. He also holds a BA in Economics from San Diego State University.

