

MORLEY A. WINOGRAD

PROFESSIONAL EXPERIENCE

September, 2001-Present University of Southern California,
Marshall School of Business Los Angeles, CA

*Associate Professor of Clinical Management and Organization; Executive
Director of the Institute for Communication Technology Management (CTM)*

- Director of executive education and supervisor of research and analysis of trends in the Networked Digital Industry. Creates and disseminates understanding of emerging, strategic and policy issues facing the industry.

January, 2003-Present Morwin, Inc. Arcadia, CA

President and CEO

- Leader of consulting practice focused on government reinvention and efficiency. Specializes in strategic planning and cultural change processes for government clients both locally and internationally.

February, 2001-2002 Governmentum Partners Arcadia, CA

Managing Principal

- Managing partner for international consulting firm specializing in government transformation. Leads partnership's international practice. Developed models for innovative leadership and change management using United States government experience.

1997- January, 2000 United States Government Washington, D.C

*Senior Policy Advisor to Vice-President Gore; Director, National Partnership
for Reinventing Government*

- Led fifty person team that provided consulting services to largest federal government agencies in creating performance oriented, customer focused, empowered organizations. Introduced first customer satisfaction measurements for government in American history. Created government portal for all federal web sites and introduced first E-government applications.

1992-1997 AT&T Los Angeles, CA

Western Region Sales Vice-President, Commercial Markets

- Directed 700 person sales team in six sales branch offices responsible for revenue targets for telecommunication services: voice, data and IP for small and medium sized businesses. Achieved unit and revenue sales quotas while leading nation in customer satisfaction measurements. Improved employee satisfaction numbers by 25%. One of six member

team that determined all marketing strategies for Commercial Markets division which led AT&T's most profitable division, Business Services, in revenue growth, customer and employee satisfaction achievement.

1989-1992 AT&T Cincinnati, Ohio
President, University of Sales Excellence, AT&T

- Ran national training center with two campuses for all AT&T sales executives and managers. Created university model with competency certification and degree requirements. Doubled productivity and tripled customer satisfaction in three years. University leadership was recognized for innovative approach in Stewardship by Peter Block and The Monster Under the Bed by Stan Davis and Jim Botkin.

1985-1989 AT&T Detroit, MI
Director, GM/EDS/Hughes Division

- Led 200 person sales branch in LA, Dallas, and Detroit servicing the network and equipment telecommunications requirements of General Motors and its subsidiaries. Signed the largest telecommunication contract in AT&T's history. Developed strategic relationships between EDS and AT&T despite tensions within and between both companies.

1982-1985 AT&T Detroit, MI
Branch Manager, American Bell (and its successors)

- Led 50 person sales branch responsible for sales quotas on AT&T equipment including PBXs and Personal Computers for industrial customers in Michigan. Top branch in Revenue/Expense nationally in 1984. Led nation in sales achievement for first PCs sold by AT&T in 1985.

1979-1982 Michigan Bell Telephone Company Detroit, MI
Branch Manager, Financial and Packaged Goods Industry Segments

- Led 100 person sales branch responsible for local telecommunication revenue quotas for selected markets in Michigan. Drafted market action plans and implemented them through sales and service staff.

1973-1979 Michigan Democratic Party Lansing, MI
Chairman

1965-1972 Danby's Stores for Men, Inc. Detroit, MI
Secretary-Treasurer

PUBLICATIONS

Millennial Makeover: MySpace, YouTube, and the Future of American Politics (Rutgers University Press: March, 2008)

Taking Control: Politics in the Information Age, co-authored with Dudley Buffa, (Holt: 96)

Public Sector Consulting, co-authored with Alan Glassman, Chapter 11 in

The Contemporary Consultant: Insights from World Experts, editors: Greiner and Poulfelt, (Thompson:04)

Realities of Public Sector Consulting, co-authored with Alan Glassman, Chapter 14 in Creative Consulting: Innovative Perspectives on Management Consulting, editor: Anthony Buno, (series published annually by Information Age Publishing:04)

“www.disclosure.gov”, The New Democrat, May/June 1997.

“Wired Workers and the Digital Deal”, The New Democrat, Nov./Dec.96, co-authored with Dudley Buffa and Mike Hais.

“Three Rules to Limit Campaign Money Influence”, Washington Post “Taking Exception” op ed piece, 12/14/96.

“The New Constituency”, The New Democrat, May/June 96, co-authored with Dudley Buffa.

“The New Constituency”, The New Democrat, Nov. 94, co-authored with Joel Kotkin.

“Education Reform: Deal Voters a Choice”, Detroit News, Feb. 2, 1992

“Americans need Better Leadership, and the Democrats are Prepared to Offer New Choices”, Detroit Free Press, May 3, 1991, co-authored with Doug Ross.

ADDITIONAL PROFESSIONAL ACTIVITIES

Member, Board of Governors, Pacific Telecommunications Council, January 2008-present.

Member, Advisory Council, Pacific Telecommunications Council, 2006-2007.

Director, Galef Foundation, 2003-2006.

Member Council of Trustees for the Chaordic Commons, May, 2001-July, 2002.

Treasurer, Institute for the New California, April, 1996-Nov. 1997.

Chairman of the Board, Technology for Results in Elementary Education (TREE), Jan. 1995-Nov. 1997. (Board Member, 1993-1995)

Treasurer, Democratic Leadership Council (DLC) of California, 1993-1996.

Chairman, Los Angeles Chapter of DLC, 1992-1995

Board Member, Greater Los Angeles World Trade Center, 1993-1996.

President, Association of State Democratic Chairs, 1979-1980
Secretary, Association of State Democratic Chairs, 1975-1978

Chairman, DNC Commission on Presidential Primaries and Delegate Selection, 1974-1978 (Winograd Commission)

University of Michigan Alumni Association, Lifetime.

President's Club, University of Michigan, 1985-88.

LECTURES AND CONFERENCES

Harnessing the Power of Technology for Efficiency and Trust in Government, Public Sector Reform conference, SAR, Hong Kong, February, 2003.

Re-engineering Government Using Information Technology, Third Annual Global Forum on Reinventing Government, Naples, Italy, March 15, 2001
America's Values: The Future Lies Ahead, Crystal Cruises, June, 2001

E-Government: Lessons from America, Aspen-Italia Conference, Rome, Italy, September 25, 2000

Remarks to Prime Minister's Conference on Reform of the Public Sector Management, by invitation of Prime Minister Barak, Herzilia, Israel, February 16, 2000

Reinventing Government in the United States, University of Buenos Aires, Buenos Aires, Argentina, November 30, 1999

Remarks to Government of the Future Symposium, organized by OECD, Paris, France, September 14, 1999

Transforming Large Organizations, Highlands Forum, Carmel, CA, September 3, 1999

Reinventing Government: The American Experience, University of Bologna, Johns Hopkins School of International Affairs, Bologna, Italy, May 20, 1999

Information Age Governance, Ditchley Conference, Harvard University, November 6, 1998

Politics in the Information Age, Wired Workers: The New American Majority, Crystal Cruises, February 1997

Cyberspace and the Political Process (with Dudley Buffa), Town Hall of Los Angeles, Los Angeles, CA. August 15, 1996

A New Social Contract for the Information Age (with Dudley Buffa), The Commonwealth Club of San Francisco, August 14, 1996

Remarks to Urban America: Creating Opportunities for Business and

Places for People, Milken Institute, Santa Monica, CA, July 29,1997

Politics in the Information Age, The Channel City Club, Santa Barbara, CA. June 7, 1996

EDUCATION

1964 - 1965 University of Michigan, Law School Ann Arbor, MI

1960-1963 University of Michigan Ann Arbor, MI
Bachelor of Business Administration

Graduated summa cum laude. Beta Gamma Sigma Honor Society.