

CFO

SELECTIONS

Ed Morin

Qualifications Summary

Ed is an accomplished IT professional with 25 years of experience in programming, system administration, system and network design, and management. He enjoys working with hardware and software, but his main interest is helping small businesses solve problems and manage growth.

Professional History

Drumbalaya LLC	Co-owner / E-commerce Manager	2002 - 2008
Network Computing Architects	VP of Technical Services	2001 - 2002
Birthday Express	Chief Technical Officer	1999 - 2000
Northwest Nexus Inc	Founder and President	1992 - 1998
Motorola	Manager, Computer & Network Administration	1989 - 1992
University of Washington, APL	Programmer/Network Administrator	1987 - 1989
Teltone	System & Network Administrator	1986 - 1987
Tektronix	System & Network Administrator	1979 - 1986

Accomplishments

- Experienced entrepreneur. Founded, grew, and sold two small businesses: one in telecommunications, and one in retail. Acquired four businesses: three in telecommunications and one in retail.
- As part of The Alternative Board group for ten years, advised multiple small businesses on strategy for technology, funding, marketing, and operations.
- At Celebrate Express, managed implementation of a scalable e-commerce and accounting system that supported the company's ability to move from 10% of revenue being generated online to 50% of revenue (\$18M) being generated online.
- At Drumbalaya, implemented keyword marketing programs that raised Web traffic 10x over a two year period, utilizing a combination of SEO and PPC strategies. Managed continuously changing database of 1500 SKUs in e-commerce system, including technical specifications and graphics.
- Designed and managed installation of company data centers at Northwest Nexus and Celebrate Express.
- Designed and implemented strategy for remote computing at multiple companies, including use of virtual private networks and terminal services.
- At Motorola, Celebrate Express, and Nexus, researched use of administrative and back-office tools from multiple vendors, choosing a suite of tools and internally developed programs to create smoothly working systems for company departments.
- Extensive experience as a Unix system administrator.

Licenses / Education

- Bachelor of Science, Business Administration. Portland State University
- Certified QuickBooks ProAdvisor
- Holds consultant certifications for QuickBooks Enterprise, Field Service Management ES (Levels 1 and 2), Warehouse Management ES, and QuickBase