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David Morgan  
Founder & CEO  
D.W. Morgan Company

As Respected supply-chain and logistics executive David W. Morgan has helped create manufacturing efficiencies for such global Fortune 1000 businesses leaders as Cisco Systems, Tellabs, Redback Networks, Kaiser Permanente and others.

Since founding Pleasanton, Calif.-based D.W. Morgan Company in 1990, Mr. Morgan has built one of the nation's most trusted—and fastest growing—supply consulting, logistics and transportation management firms by emphasizing superior customer service and cutting-edge technology. Today, Morgan's client list reads like a who's who of business, including nine of Fortune Magazine's "Most Admired" companies.

Mr. Morgan has been a leading advocate for the building of globally integrated collaborative supply chains. He pioneered the concept of the supply on demand "network." Under this new model, Morgan leverages open-source technologies and consulting expertise to enable total collaboration among the supply partners—from the procurement of raw materials to the distribution of finished products and reverse-logistics processes. Formerly, manufacturers had to work with a number of vendors, coordinating diverse schedules. As a result of its efforts, Morgan is able to dramatically improve efficiency, increase productivity and reduce costs by up to 50 percent for its clients.

The key to Mr. Morgan's achievements has been his company's development of groundbreaking technologies, including its ChainLinq online supply-chain collaboration software. The company won a grand prize for this technology in the recent Cisco Systems "Growing With Technology Awards" in the customer relationship category. Morgan also was named a 2004 laureate in the Smithsonian/Computer World Honors' "Search for New Heroes" competition. The company has won many of the industry's top accolades such as 2006 Supply and Demand Chain Executives Top 100 Supply Chain Providers, Aberdeen Group's 2005 Winner of Best Practices in International Logistics and Cisco Systems' honored Morgan with its highest award in 2005 at its Supplier of the Year event.

In 2004, Mr. Morgan earned certification in the entrepreneur studies program of UCLA's Anderson School of Business. He holds a B.S. in mathematics from Fresno State University.