

## RHETT MORRIS

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### EXPERIENCE

- 2020-Present **COMMON GOOD LABS** Nashville, TN  
**Partner**  
Co-lead the development and execution of all research for the organization.
- Co-authored the Brookings Institution report “Reducing poverty without community displacement: Indicators of inclusive prosperity in U.S. neighborhoods,” which has been featured in news media, such as the Boston Globe and NPR
  - Lead projects for additional clients such as Crisis Text Line, FINRA, and Teach for America
- 2010-2020 **ENDEAVOR** New York, NY  
**Director, Insight**  
Led Endeavor’s research on high-impact entrepreneurship across the world and provide analytical support for Endeavor’s internal operations; managing a team of 20+ researchers
- Published report “What Do the Best Entrepreneurs Want in a City?” that was featured by the Atlantic, Inc. Magazine and other media outlets
  - Authored narrative policy report on the development of Silicon Valley that was featured prominently in TechCrunch and was one of their most popular guest posts of the year
- 2007-2009;  
Summer 2006 **BAIN & COMPANY** Atlanta, GA  
**Consultant**  
Led cross-functional teams of consultants and client staff in business strategy development, analysis and implementation for Fortune 1000 clients; representative engagements include:
- *International growth strategy*: Led a team to assess a financial services firm’s international portfolio; recommendations convinced CEO to exit from a low potential market, incurring a \$10M write-off
  - *Customer acquisition strategy*: Designed needs-based customer segmentation for a real estate and services firm based on in-depth customer surveys and focus groups; used analysis to determine optimal sales force structure and training processes, which led to a 30% increase in sales during a pilot program
- 2005 **OFFICE OF MAYOR-PRESIDENT MELVIN “KIP” HOLDEN** Baton Rouge, LA  
**Confidential Assistant to the Mayor-President**  
Served as the mayor’s liaison to elected officials, senior business leaders and the media in the city of Baton Rouge and parish of East Baton Rouge (population 420,000)
- Represented the mayor on the steering committee that finalized transition team research into a strategic framework used to guide policy and prioritize key initiatives during the mayor’s first term
  - Supported the development a 25-year, \$1.2B transportation improvement program; led effort to reallocate \$35M to enhancements, such as bike paths and sidewalks, in order to gain the support of key constituencies
- 2002-2004 **POLITICAL CAMPAIGN EXPERIENCE** Baton Rouge, LA  
Positions included:
- Campaign Manager – Jason Wesley for City Council Campaign**
- Recruited and led 100 volunteers to design and implement campaign strategy for a young Democrat running in a predominantly Republican district; won 26% of primary vote, missing the runoff by 205 votes
- Coordinator for Central Baton Rouge – Melvin “Kip” Holden Mayoral Campaign**
- Recruited and led 35 volunteers and paid staff to improve candidate performance; outperformed campaign targets and contributed to the election of the city’s first African-American mayor
- EDUCATION**
- 2005-2007 **VANDERBILT UNIVERSITY** Nashville, TN  
Master of Business Administration, May 2007
- Elected to the Honor Council
- 1999-2003 **LOUISIANA STATE UNIVERSITY** Baton Rouge, LA  
Bachelor of Arts in History, May 2003
- Graduated *magna cum laude*