



## Profile of Kenn Morris

President/CEO of Crossborder Group Inc.



Kenn Morris has over fourteen years of experience in US-Mexico business and political analysis, with a specialization in crossborder market research, the maquiladora industry, technology, logistics and cargo, border infrastructure, and border-related policy issues. As President of *Crossborder Group Inc.*, and Director of CGinc's consulting and market research division, *Crossborder Business Associates*, he is considered by many to be an expert in NAFTA trade and crossborder strategic thinking, and US-Mexico industry and politics. He has been quoted in print and television media, including *Business México* magazine, *The Bureau of National Affairs/International Trade Reporter*, *Milenio* magazine (México), *The Los Angeles Times*, *The San Diego Union-Tribune*, *The Orange County Register*, *The San Diego Business Journal*, *El Mexicano* (México), *Frontera* (México), *Retail Traffic Magazine*, and others; and was the key author and lead researcher for the noted study, *Borderless Innovation*. Clientele have included Fortune 100 firms, manufacturers, consumer product companies, major universities, and State and Federal government agencies.

A native of California, Mr. Morris has lived on both sides of the US-Mexico border, reflecting his passion for the region, his insight into the competitive advantages of crossborder activities, and his understanding of the opportunities - and risks - in Mexico and Latin America. This perspective underpins not only his work at Crossborder Group, but also his previous work at the University of California at San Diego (UCSD) Extension's border policy organization **San Diego Dialogue**, as its Director of *Crossborder Innovation and Competitiveness Initiative*, and as the former coordinator for its *Executive Program in US-Mexico Trade*. In 2006, Mr. Morris was invited to be a member of the U.S. Department of Commerce's District Export Council; and he was a Board Member from 2004-2005 of the prestigious, tri-national organization, the Border Trade Alliance, in which he currently serves on its Immigration Committee. Previously, Mr. Morris has also been active in such groups as the California Council for International Trade and the San Diego World Trade Center.

Mr. Morris has an MBA in International Business from San Diego State University, and studied under a scholarship as an International Fellow in the AGSIM (Thunderbird) -- Universidad Autónoma de Guadalajara program in Guadalajara, Jalisco. He also holds a BA in Economics from San Diego State University.