



Newth Morris  **Telogis**[®]
A Verizon Company

Founder and Former President of **Telogis**
Head of Strategy for Connected Car for **Verizon**

From its founding in 2001, Newth Morris has served as Telogis' first sales representative, visionary leader and president, working hand-in-hand with his co-founders to develop and market the industry's leading software platform for connected commercial vehicles.

Early on, Morris identified the opportunity in the connected vehicle space and predicted that anything that moved and was worth more than \$100 would be found on the Internet. Once the company was launched however, Telogis' co-founders realized the opportunity was not limited to just GPS tracking, and laid the foundation for what became the Telogis Mobile Enterprise Management software platform. Without initial capital to build out a direct salesforce, Morris transitioned Telogis to become a software tools company, allowing the company to innovate while the market matured. When the market was ready, they built on its robust technology platform and successfully pivoted Telogis to a being a direct sales-driven company.

Morris and his co-founders developed and launched Telogis' first product from the ground-up in just four months, writing code and building hardware by night while taking products to market by day. In the unstable economic environment of 2001 and the dot-com bust, they ended up bootstrapping the company for the first 12 years, putting much of their early-stage expenses on credit cards.

Then in 2013, Telogis secured the largest funding round in Southern California that year, raising more than \$93 million in a series A led by storied VC firm, Kleiner, Perkins, Caufield and Byers (KPCB), which the company used as rocket fuel for its meteoric growth. Morris served on the Telogis board of directors from the company's inception through to its successful acquisition by Verizon Communications earlier this year, managing multiple capital structure transitions in the interim.

Morris worked as an electronic design consultant where he was exposed to early technologies such as audio encoding and decoding, text-to-speech and voice recognition, and GPS and wireless data prior to founding Telogis. He also spent more than a year in remote areas of Guatemala working for a non-governmental organization (NGO) conducting socio-economic studies of rural, indigenous people following that country's civil war. When the time came for him to move from the East Coast out to California to consult, Morris made the 3600-mile trip by bicycle on his own in just 38 days.

In addition to industry organizations, Morris is an active member of the Young Professionals Organization (YPO). He was named one of Orange County's 40 Under 40, and was honored by the Orange County Business Journal with an Excellence in Entrepreneurship Award and Innovator of the Year Award.

Morris and his wife, Claudia, regularly donate time, funds and professional mentoring/expertise to a number of organizations as active members of their community in Southern California and around the world. Each year, the Morrises provide scholarships that give students clearer paths to education and advancement as part of the Adonai International Ministries in Guatemala. So far, they have sponsored more than 20 students. The Morris' oldest son has Autism Spectrum Disorder, making them passionate advocates of organizations that support the cause.

Morris holds a bachelor of science degree in electrical engineering from the Colorado School of Mines and completed the Advanced Management Program at Harvard Business School.