

## Contact

(I do not have voicemail - It's 2020)  
+1.617.955.0555 (Mobile)  
morganwoodruff@gmail.com

www.linkedin.com/in/  
morganwoodruff (LinkedIn)

## Top Skills

Strategic Partnerships  
Business Development  
Strategy

# Morgan Woodruff

Founder and Managing Partner  
Boston, Massachusetts

## Summary

DRIVING GROWTH AT THE INTERSECTION OF TECHNOLOGY AND REAL-WORLD SOLUTIONS.

My core leadership strength is to spur growth for companies. Bringing C-level insights, 15+ years of battle-tested capital-raise experience, and an undying passion for technology, I partner with companies in startup, reinvention, or rapid expansion mode. Together we architect a unified vision and strategy, secure investment relationships, navigate M&As, and build and scale operations.

I recognize that culture can make (or break) any company, so I make it a top priority to inspire and mentor teams of top performers to rally around a unified mission.

I have propelled exponential revenue growth for companies offering technology solutions such as Omnichannel, Commerce, SaaS, Cloud, POS, and VoIP. Industries include Specialty Retail, Hospitality, Data Centers, Finance, Communications, and Security.

Notable projects:

- ➡# Co-founded and spurred 8x growth for a SaaS commerce startup in retail.
- ➡# Secured Fortune 500 partnerships (AWS, GCP, SFDC) for a relaunch of a hybrid cloud business unit.
- ➡# Drove capital raise and provided CEO oversight for reinvention of a cloud-based SaaS Product Information Management (PIM) solution.
- ➡# Built a high-profile customer portfolio for a VoIP company, leading to its ultimate sale to Google.

I formalized my advisory projects under the umbrella of Slinger Group, which I founded in 2016. We deliver hybrid advisory and fractional C-level management services, including talent recruitment, for high-potential ventures. I contribute as evangelist

and champion for a Direct-to-Consumer (DTC) home furnishings eCommerce company, a fin-tech startup for the gig economy, a Data Management Platform (DMP) company, and a cybersecurity provider.

If you're a technology leader or founder who is driving growth for your organization or strengthening your BOD, I'd enjoy sharing notes with you. Please reach out: [morganwoodruff@gmail.com](mailto:morganwoodruff@gmail.com) or 617-955-0555

---

## Experience

### Slinger Group

FOUNDER | MANAGING PARTNER | SENIOR ADVISOR |  
Technology, Commerce, Omnichannel, SaaS, Cloud  
May 2016 - Present (4 years 3 months)

Boston, MA

After creating and launching a now-thriving cloud business unit for a data center company, I formalized my partnerships with a growing number of innovative startups. I founded a hybrid, advisory services and fractional C-suite consultancy, Slinger Group, whose services include strategic planning, capital-raise assistance, and growth advisory guidance.

Beyond advice and planning, I help founders speak the right language for high-stakes business development and capital-raise endeavours. We move from unanswered calls to "meaningful first meetings," where we convey value to stakeholders with 8-10 slides. Founders also engage me to fill the gap in their fledgeling executive team as interim CEO, COO, CMO, and Chief People Officer. Representative high-potential initiatives:

- ➡# Contribute C-level and BOD leadership for startups where we raised multiple A-rounds in a matter of months and are recruiting ground-floor teams.
- ➡# Partner with founders and strategize for an innovative fin-tech startup for Gig Economy contractors who need retirement planning and saving resources.
- ➡# Contribute as C-level advisor with data management platform (DMP) and cybersecurity solutions providers.

### KeyBanc Capital Markets

MOSAIC INDUSTRY LEADER | SENIOR ADVISOR | STRATEGIST |  
Technology, Capital Raise, M&A

July 2011 - Present (9 years 1 month)

Boston, MA

I collaborate with a select group of industry and technology leaders, and serve as analyst, champion, and evangelist to help clients navigate their way forward on high-potential initiatives. Services include research, evaluation, proprietary data review, executive-level advice, and strategic connections with the investment community. Clients and results are confidential.

Team Bloomberg

MIKE BLOOMBERG FOR PRESIDENT

January 2020 - March 2020 (3 months)

Greater Boston Area

Linger

MEMBER, BOARD OF DIRECTORS | BOD

January 2019 - March 2020 (1 year 3 months)

Boston, MA

In addition to having served as advisor and fractional C-level executive, integral with my consultancy at Slinger Group, I continue to support and share leadership insights for this luxury eCommerce home linens provider. Learn more at [www.lingerhome.com](http://www.lingerhome.com).

Amber Engine (Quicken Loans & Rockbridge Growth Equity)

CHIEF EXECUTIVE OFFICER | CEO | PRESIDENT

November 2014 - April 2016 (1 year 6 months)

Detroit, Michigan & Boston, MA

After the successful launch of Blueport, the first and only SaaS Commerce platform for furniture retailers, I was invited by the ROCK family of companies (Dan Gilbert of Quicken Loans, et. al.) to take P&L ownership and help revitalize a home furnishings Product Information Management (PIM) solution.

- ➡# Deployed new SaaS PIM platform that helped furniture companies digitize their product catalog for the emerging omnichannel marketplace. The project entailed M&A analysis, sale of a failing brand, and complete reorganization, including relocating the company's HQ. Met and exceeded capital-raise and aggressive 10-month launch targets.

- ➡# Expanded operations teams from 8 to 28, including Customer Care and Call Center departments.

Blueport Commerce (Mistral Equity Partners)

CO-FOUNDER | CHIEF OPERATING OFFICER | COO

July 2008 - November 2014 (6 years 5 months)

Boston, MA

At the forefront of omnichannel marketing, we brought a more complex, high-ticket retail segment—furniture sales, into online commerce. Building upon the existing Furniture.com portal, which catered to small and mid-sized furniture retailers, we expanded and rebranded the platform to offer Blueport SaaS Cloud, which attracts top-tier, multibillion-dollar retailers and manufacturers for their own branded solutions.

➡# Led Investor Relations (IR) initiatives and rapidly exceeded targets for boosting capital resources.

➡# Achieved 8x revenue growth in 5 years, and won new relationships with major companies: American Signature, Rooms To Go, Sleepy's (Mattress Firm), and RC Willey (Berkshire Hathaway).

➡# Scaled operational infrastructure and recruited/developed internal teams during a period of exponential growth. Team-building included eCommerce, Sales, Marketing, Product Development, Merchandising, Fraud Prevention, Customer Care, and Call Center functions.

Owera, Inc. (Acquired by Ping Communications)

EXECUTIVE VICE PRESIDENT | SALES AND MARKETING |  
GENERAL MANAGER, AMERICAS

March 2003 - June 2008 (5 years 4 months)

Boston, MA & Oslo, Norway

Penetrated the US market with a new VoIP technology platform for a Norwegian VoIP hardware and software provider which was subsequently acquired by Pingtel.

➡# Courted and captured two markets: US telecom (Verizon and AT&T) and network providers (Nortel, Cisco, and D-Link).

➡# Raised capital in the first year, built customer backbone, and achieved \$10M ARR, facilitating company's acquisition.

Global IP Solutions (acquired by Google)

VICE PRESIDENT, SALES | VoIP Technology Solutions

March 1999 - November 2003 (4 years 9 months)

Boston, MA

Paving the way for this VoIP forerunner's acquisition by Google, I established a US Northeast sales office and was the primary sales contributor for tripling growth.

➡# Pursued and secured relationships with telecom giants Comcast, Cisco and Verizon.

➡# Drove enterprise business development and led the high-stakes presentations which resulted in the Google purchase.

---

## Education

Curry College

Bachelor of Arts - BA, Politics and History