

# Laura Morales

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## Current Position

### Energize Your Outlook

Speaker, Trainer, Communications Coach, CPBA

2005 - Present

- Provide keynote and motivational talks to various organizations on a variety of topics including the benefits of networking both internal and external to the organization, effective leadership, customer service and team building
- Train corporate professionals on improving networking, customer service and business relationship development skills
- Conduct DISC Communications Training / Behavioral Modeling to sales and support organizations to increase internal team effectiveness and client sales growth and retention
- Co-develop 360 Insights Review questionnaires with client organizations to conduct interviews and provide consolidated reporting to develop short-term and long-term goals
- Coach highly motivated and successful individuals using skilled techniques to create opportunities for personal and professional growth based on specific goals and objectives
- Provide behavioral assessments and debriefing consultations as a Certified Professional Behavioral Analyst (CPBA) and distributor for TTI Success Insights® DISC Assessment for Management-Staff, Executives, Sales, Customer Service and Family Relationships

## Professional Experience

### Sprint Corporation

Branch Sales Director

2000 - 2004

- Responsible for sales results from new account business development, penetration, retention and growth of Mid and Major Market Segment accounts in Houston, Dallas, San Antonio and Austin, TX achieving 166% of plan on \$12M sales revenues before leaving Sprint

Group Manager

1998 - 2000

- Responsible for developing a totally new position at Sprint, Opportunity Development Manager (ODM), to identify and drive new sales opportunities across a 20-state / 5-region sales area in the central United States

International Business Development Manager

1996 - 1998

- Responsible for the development of the international Mid and Major Market client base in the Midwest and Texas Regions

Customer Development / Major Account Manager

1992 - 1996

- Responsible for the retention and growth of an existing base of Major Market Segment accounts, as well as the acquisition and development of new accounts

Senior Technical Account Consultant

1990 - 1992

- Responsible for overall coordination and implementation of telecommunications projects for National Accounts in Houston, TX

### AT&T Corporation

Sales Support Roles

1982 - 1990

- Various sales support responsibilities that moved into increasingly more technical functions including design and implementation of voice and data networks for Exxon

## Education

BBA, Southern Methodist University, Dallas, TX 1982

- Emphasis in Marketing with a Minor in Spanish
- Recipient of the Modern Language Award in Spanish
- Alpha Lamda Delta Honor Society
- Phi Eta Sigma Honor Society

Certified Professional Coach, Coach Training Alliance, Boulder, CO 2005

Certified Professional Behavioral Analyst, Target Training International (TTI) 2005

## Conferences and Speaking Events

### 2016

- Keynote Speaker, Business Connect - Houston Super Bowl Host Committee
- Presenter, The Junior League of Houston
- Presenter, Oxford Builders

### 2015

- Keynote Presenter, NCMA - Tri-Cities Chapter
- Keynote Speaker, Roanoke College

### 2014

- Keynote Speaker, University of Texas Supply Chain Alliance Annual Conference
- Speaker Series Presenter, ExxonMobil Women's Leadership Network
- Presenter, Early Professionals Mission Support Alliance
- Facilitator, WBEA Educational Encounter
- Presenter, Women of Success Luncheon
- Keynote Speaker, Houston Association of Division Order Analysts
- Presenter, PMRG Executive Women's Retreat
- Keynote Luncheon Presenter, Various Chemical Companies (VCC) Annual Conference

### 2013

- Seminar Presenter, Texas City-LaMarque Chamber of Commerce
- Presenter, PMRG Accounting Leadership Day
- Speaker Series Presenter, University of Houston Downtown MBAs
- Keynote Luncheon Speaker, 2013 Bridging Partnerships Small Business Symposium
- Keynote Speaker, 2013 ARMA Houston Conference
- Contributing Guest, SBA Radio Program
- Breakout Presenter, 2013 Gulf Coast Symposium on HR Issues

## 2012

- Keynote Speaker, South Texas Cotillion
- Breakout Presenter, NHCFAE 34<sup>th</sup> Annual Conference
- Commencement Speaker, The Art Institute of Fort Lauderdale, FL
- Luncheon Speaker, Midtown Business Network
- Keynote Speaker, HAPEN Women's Anniversary Dinner
- Contributing Guest to Wall Street Radio Hour Program for Small Businesses
- Breakout Presenter, Project LEAD at Empowerment Early College High School
- Keynote Speaker, National Healthcare Conference
- Speaker Series Presenter, Carl Wunsche Senior High School

## 2011

- Keynote Speaker, CMFA 25 Anniversary Luncheon
- Panelist, Girls Unite: An Evening of Elegance, Madison High School
- Keynote Speaker, Northwest Houston Business & Professional Women Luncheon

## 2010

- Panelist, Project LEAD, Chavez High School
- Keynote Speaker, Dowling Middle School
- Panelist, Holland Middle School
- Keynote Speaker, METRO Administrative Professionals Luncheon
- Keynote Speaker, SMU "Avance" Leadership Institute
- Keynote Speaker, UTEP Student Leadership Conference

## 2009

- Keynote Speaker, AWSCPA Leadership Conference
- Keynote Speaker, Lower Valley Chapter SHRM
- Facilitator, New Mexico Finance Authority Retreat
- Keynote Speaker, Hispanic Heritage Banquet
- Panelist, Executive Service Corps Houston Meeting
- Keynote Speaker, Commencement Address, DeVry University Houston
- Keynote Speaker, AWSCPA Annual Meeting
- Keynote Speaker, HerWorld Conference
- Keynote Speaker, NCMA 50 Year Anniversary Luncheon
- Keynote Speaker, Houston Hispanic Chamber
- Keynote Speaker, Memorial Spring Branch Rotary
- Panelist, WBEA Keys to Success Luncheon
- Keynote Speaker, Latinas in Leadership, UNT

## Courses, Workshops, and Training, Topics Include: Customer Service, Networking and Behavior Styles

### Federal Prime Contractors and Government Agencies

- Mission Support Alliance
- United Space Alliance (NASA)
- Sandia National Laboratories (Department of Energy)
- Mission Support Alliance (Department of Energy)
- METRO - Harris County, Houston, TX
- Federal Aviation Administration
- New Mexico Finance Authority

### Colleges and Universities

- Rice University
- Southern Methodist University
- University of North Texas
- University of Texas at El Paso
- University of Houston Downtown Campus
- DeVry University - Houston Campus

### Corporate Accounts

- Sprint
- Xcution
- Clum Acoustical Systems
- Shell Oil
- Transocean Offshore Deepwater Drilling, Inc.
- PM Realty Group
- Spirent Communications
- Evans Team, USA
- Falcon Gas Storage
- Coy Lewis Company
- Primeway Federal Credit Union

## Recognition & Awards

### 2012

- M.D. Anderson Mentoring Through Connections Award
- WBEA Volunteer of the Year Award
- Carl Wunsche Senior High School Partnership Appreciation Award

### 2011

- Guest Contributor, Carol Roth, Blog, Ongoing
- Around and About, Houston Business Journal

- Business Feature Cover Article, Houston Chronicle, Sunday Edition

2010

- Radio Interview, Stewart Friedman's "Inside Job Jail"
- Recipient of the "Star Pin" Award, The Professional Group
- Keynote Speaker, Dowling Middle School

2009

- Radio Interview, Lauron Sonnier's Voice America
- Interview, Red Raven Circle Blog

2008

- Feature Article, Women's Enterprise USA Magazine, March/April Issue

## Volunteer and Charity Work

- Chair of the Membership Committee of the WBEA, 2012
- Co-Chair of the Connect Committee of the WBEA, 2010 - 2011
- Special Projects Committee Member and Education Committee Member, The Professional Group (TPG), 2010 - Present
- Networking Committee Member of The Professional Group, 2008 - 2009
- Active Working Member of the Houston Junior Woman's Club providing service to Texas Children's Hospital, Ronald McDonald House and Bayou Bend, 2006 - 2009
- Treasurer on the Board of Directors for Harris County Protective Services for Children & Adults (HCPSCA), 2003 - 2005
- Social Committee Chairperson for Timberside Circle Community Homeowner's Association, 2000 - 2001