



Rebecca A. Morgan

Rebecca A. Morgan, President of Fulcrum ConsultingWorks Inc., is a manufacturing strategy consultant skilled at clarifying complex ideas, finding creative solutions to problems, and developing and leveraging operational excellence. She works with manufacturers to position their operations for strategic advantage, enabling predictable, repeatable, reliable and profitable delivery of brand promise to their markets. Her clients include recognizable names like Avery-Dennison, Moen, HDT, Zircoa, and Kinetico.

Morgan's experience spans Operations, Supply Chain Management, Accounting Systems, Information Systems, Strategic Planning, Consulting and Academe.

She has been directly responsible for cost and revenue centers in single and multi-plant situations.

As a member of the management team Morgan led and coordinated operations support to Stouffer Foods' introduction of the wildly successful Lean Cuisine brand (demand exceeded forecast by an order of magnitude) while contributing to product and distribution rationalization associated with construction of a second plant.

Following that Morgan helped prepare TRW's then \$300MM Casting Division for sale, subsequently playing a key role for Precision Castparts Corporation (PCC) in the turnaround of that acquisition.

Before that, as bank economist for Cleveland Trust (since acquired by Key Bank), she stood with a very small group who forecast the 20% prime interest rate that few thought could happen, but soon did.

Highly respected business journal INC Magazine selected Morgan as its Operations Expert, a role she fulfilled for several years.

Ms. Morgan has BA and MS degrees in Economics and completed post-graduate work in Business Administration. She is Board Approved in Operations Management by the Society for Advancement of Consulting and is certified as a Fellow by The Association for Operations Management (APICS).