

HENRY (HAL) MORGAN

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www.halmorgan.com

CONTENT/COMMUNICATIONS PROFESSIONAL Skilled writer | Innovative content strategist

Experienced writer and content developer with background in healthcare and talent management fields. Skilled in creating innovative content and communications to drive business growth. Collaborative team member with extensive management and project management experience. Proven ability to work in fast-paced, cross-functional environments. Areas of expertise include:

- Content Creation/Management
- Communications
- RFPs
- Website Strategy
- Business Analysis
- Project Management

PROFESSIONAL EXPERIENCE

Independent healthcare writing **2016 - present**
Write marketing content for health care organizations, including patient success stories, condition summaries, and other thought-leadership web content.

CERIDIAN CORPORATION, Minneapolis, MN **1992 - 2016**

Director, Content, Communications, Product Management **2010 - 2016**
Led content, communications, and website development for Ceridian's LifeWorks product – a Wellness and Employee Assistance Program provided to more than 7M employees at over 3,000 client organizations worldwide. Managed staff of six.

- Directed major rebuild/redesign of LifeWorks participant website as well as communications and marketing of changes, which resulted in 40% increase in site visits.
- Drove conversion of hard-copy booklets to interactive electronic content, improving accessibility to participants while reducing costs by \$500K.
- Led synergistic effort to leverage LifeWorks content in new formats for multiple channels: videos, infographics, and ebooks as web/mobile educational content, as tools for program promotion, and in marketing to sell new business.

Director, LifeWorks Content, Publications, and Communications **1998 - 2010**
Managed development and ongoing improvements to LifeWorks online content, hard-copy publications, and end-user communications. Managed staff of 5-10 team members.

- Developed processes for efficient creation of simply worded, expert-reviewed, award-winning content that customers regularly cite as a reason for staying with LifeWorks and that prospects cite as a key reason for buying the service.
- Implemented processes that enabled rapid response to traumatic events such as September 11, Hurricane Katrina, and Newtown school shootings with helpful communications and content, enabling customers to provide timely and meaningful support to employees.
- Worked closely with customers and led team's development of special content and communications to address key workforce issues, resulting in both positive program outcomes and increased customer retention.

Manager, Product Development

1992-1998

- Led Product Development in expanding scope of LifeWorks services, including launch of financial counseling by dual-trained financial and mental health counselors, boosting program engagement and contributing to customer retention and new sales.
- Wrote white papers on key workforce issues, driving thought-leadership marketing and supporting customer retention.
- Managed customer data integration after corporate acquisitions, including product standardization, enabling service integration and marketing of clear product portfolio.

ADDITIONAL RELEVANT EXPERIENCE

Steam Press, Cambridge, Massachusetts
President

- Founded and managed book packaging and publishing company specializing in illustrated books and books requiring unusual production methods.

EDUCATION

Master's in Business Administration (MBA), Yale School of Organization and Management, New Haven, Connecticut

Bachelor of Arts (BA), American Studies, Photography, Hampshire College, Amherst, Massachusetts

SELECTED PUBLICATIONS

White papers

Building Organizational Resilience

Recommitting the Work Force

Workplace Flexibility

Books

Companies that Care: The most family-friendly companies in America (with Kerry Tucker). Simon & Schuster. New York. 1989.

Symbols of America (a history of American trademark design). Viking/Penguin. New York. 1986

The Shower Songbook (with Kerry Tucker). Steam Press. Cambridge, MA. 1984.

Amazing 3-D (with Daniel Symmes). Little, Brown & Company. Boston. 1983.

Articles

“The Aging of the U.S. Workforce and Its Implications for Employers” (with Diane Piktialis). *Compensation and Benefits Review*. January/February 2003.

“Keys to Action: Understanding Differences in Organizations’ Responsiveness to Work-and-Family Issues” (with Frances J. Milliken). *Human Resource Management*. Fall 1992.

A more complete list of publications and authored online content, with samples, is available at www.halmorgan.com.