

**David W. Morgan, President
Target Marketing and Management Services, LLC.
Professional and Personal Biography**

David W. Morgan is the founder and President of Target Marketing and Management Services LLC, an international consulting firm specializing in the sports, recreation and leisure industries. The company started in 1988. Mr. Morgan was Vice President and Director of Marketing for adidas USA prior to founding his company.

During his professional career, Mr. Morgan's various companies conducted over 2,000 proprietary as well as syndicated international market studies. The studies were both retail and consumer based. His expertise is focused on competitive product analysis, brand communication programs, focus group design and moderation, licensing programs, customer satisfaction studies, market segmentation studies and providing companies with value analysis. Clients included international market leaders such as the NFL, Nike, Adidas, Polo, Callaway etc.

Mr. Morgan is a graduate of the University of Miami. He and his wife Barbara currently live in Indian River Shores, FL. The Morgans have lived in Indian River Shores since 2004 after moving from Wilton, Ct where they had lived for 35 years.

Since moving to Indian River County Mr. Morgan has been actively involved in his local residential community, "The Shores" where he served three terms as president among other board positions. Mr. Morgan also served for five years as a board member of the Environmental Learning Center. The Morgans are members of Quail Valley Golf Club.

The Morgans have two daughters, Melissa a social worker in Boston and Elizabeth, a physician at Brigham and Women's Hospital in Boston. Their son-in-law, Simon Talbot is also a physician at Brigham and Women's Hospital.

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