

# Morgan Ribeiro

## CHIEF BUSINESS DEVELOPMENT OFFICER



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As Waller's Chief Business Development Officer, Morgan Ribeiro works closely with the firm's industry team and practice group leaders to maintain a client focus and develop effective strategies and tactics to expand the firm's market share in key sectors while competing in new markets and industry segments. Known for being proactive, professional and committed to target-focused business development initiatives, Morgan sets the direction for practice group and industry client service and business development strategies, public relations, thought leadership, brand management, advertising, competitive intelligence and market research.

Prior to her current role with the firm, Morgan served as the Executive Director of Waller's nationally recognized healthcare industry team for three years. Prior to joining Waller in 2014, Morgan served as a Senior Executive Advisor with Jarrard Phillips Cate & Hancock, a strategic healthcare communications firm based in Nashville, Tennessee, where she developed and managed campaigns for healthcare organizations, including tax-exempt and investor-owned hospitals and health systems and start-up healthcare technology companies.

### EDUCATION

- B.A., Tulane University, Communications, Business, 2005
  - National Society of Collegiate Scholars

### PROFESSIONAL INVOLVEMENT

- Member, Nashville Health Care Council
- Member, Leadership Health Care
- Member, Education and Events Committee, Leadership Health Care

### COMMUNITY INVOLVEMENT

- Board Member, Our Kids, 2020-Present
- Board Member, 12South Patrons at Play, 2014-Present

- Board Member, Habitat for Humanity Young Professionals, 2011-2013