



# RONALD C. MORSE

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## HIGHLIGHTS PORTFOLIO

Prepared for:

**BRAND**  
**STREET**  
PROPERTIES



# FACILITIES AND PROPERTY MANAGEMENT

## Two Roles, One Mission: Balancing Ownership & Business Operations

*Most property managers focus on the building. Most operations managers focus on the business inside it. I did both, at the same time.*

*Managed both the physical assets and business operations for 6 properties personally owned by CEO and COO, balancing owner priorities with the needs of a fast-paced insurance operation.*

*Over the years, also directed daily operations, build-outs, moves, etc. for 20+ rented office locations, with a maximum of 13 offices in operation at once, ensuring real estate assets and the business were at their peak performance.*



Stamford CT: 5,000 sq ft  
Gut renovation, 15-employee cap.



Cheshire CT: 4,000 sq ft,  
Full interior update, 20-employee cap.



Groton CT: 3,800 sq ft  
Plus two commercial tenants



Brooklyn CT: 2,000 sq ft  
Full interior update



Bantam CT: 2,900 sq ft  
Plus residential tenant



Cheshire CT: 3,800 sq ft  
Plus commercial tenant

# PROJECT: OFFICE MOVE – STAMFORD CT LOCATION

## Exceptional Workplace Experience with Zero Downtime and Cost Savings

*Led and executed all aspects of a strategic office relocation from a 5,000+ sq. ft. space to a right-sized facility for a 7-person team.*

*Achieved virtually zero downtime, reduced monthly costs by thousands of dollars, and delivered a flagship, HQ-quality workspace tailored to our niche market and high-value sales and service teams.*



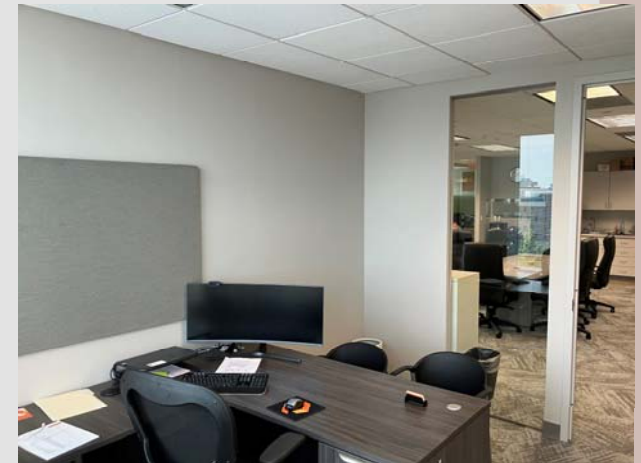
Executive Office



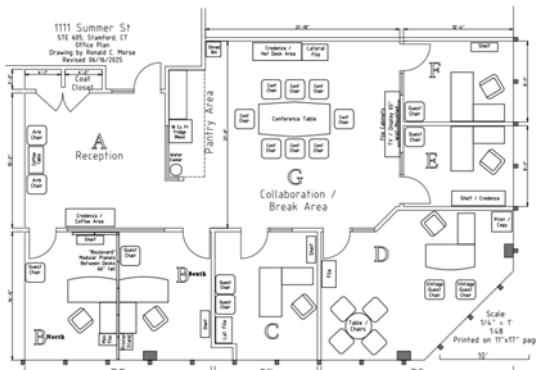
Branded Reception



Central Collaboration



Associate Offices





# PROJECT: M&A / OFFICE INTEGRATION - BROOKLYN CT

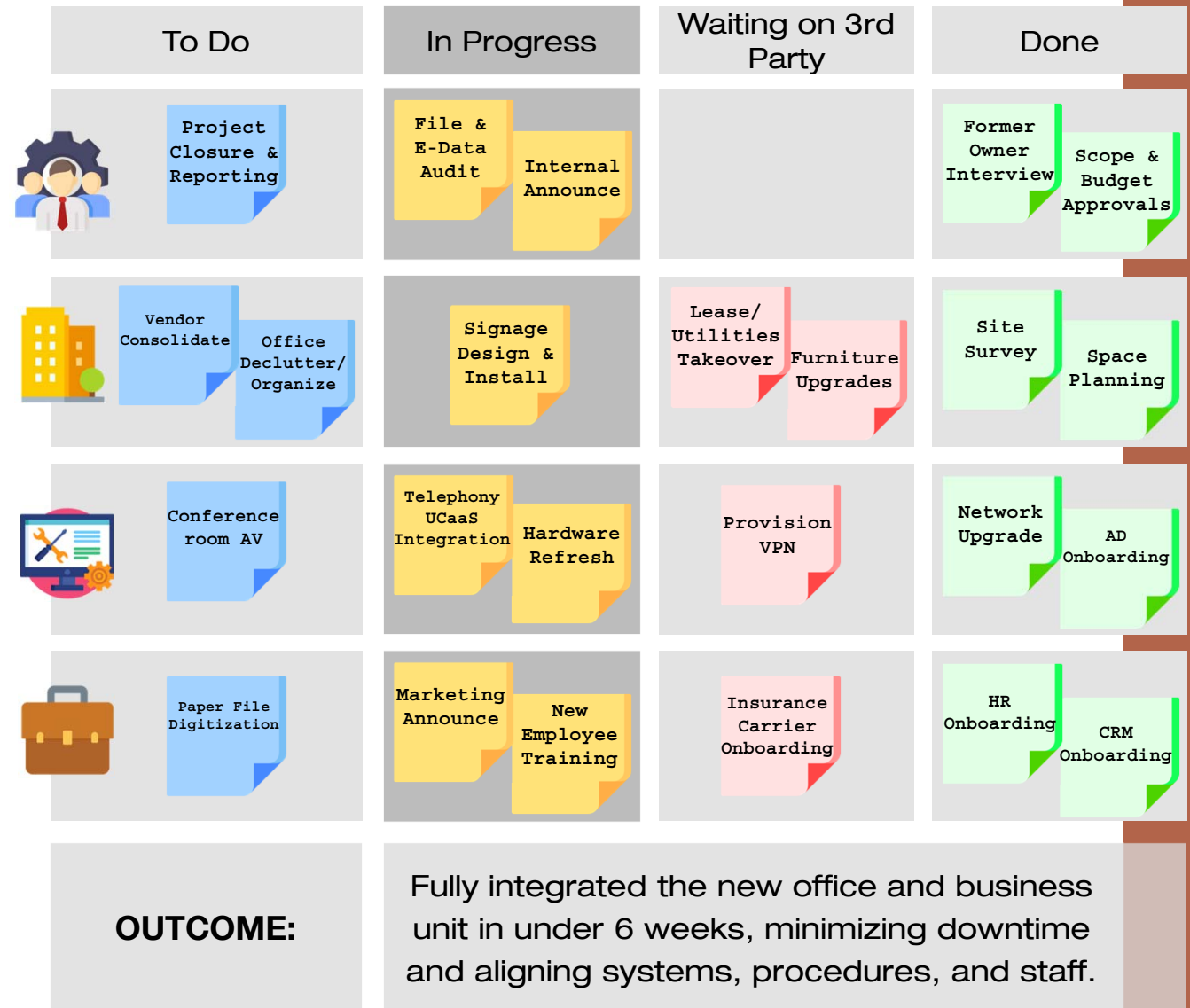
From Strategy Sessions to On-Site Execution: Every Detail Covered

*Took charge of integrating a newly acquired office and business with new employees, reams of ancient paper files, failing hardware and scattered electronic data to secure.*

*Juggling IT migrations, telecom upgrades, and vendor consolidation while handling space planning, signage, and training. One moment finalizing budgets with leadership, the next configuring network gear or crafting marketing announcements.*

*Coordinated teams, vendors, and employees to deliver a fully operational, branded, and compliant location smoothly, on time, and without missing a beat.*

## Project Snapshot:



# PROJECT: COMMUNICATIONS CONSOLIDATION - EAST COAST

Brought Order to the Chaos for 100 office sites and 400+ users

*Managed consolidation of phone systems across 100 East Coast offices, eliminating inconsistent menus and routing failures that left customers at dead ends.*

*Partnered with leadership to design a unified routing plan that merged service teams while preserving local sales support.*

*Drove execution hands-on, quickly resolving issues, boosting team efficiency, and improving the customer experience.*

*Enabled visibility and reporting, making business intelligence possible and preparing the organization for automated service call routing.*

## Before:

- Multiple Dead-Ends
- Underutilized or Overworked Teams
- Lack of BI Data



## After:

- Happy Clients & Stakeholders
- Fully Utilized Teams
- Useful Data

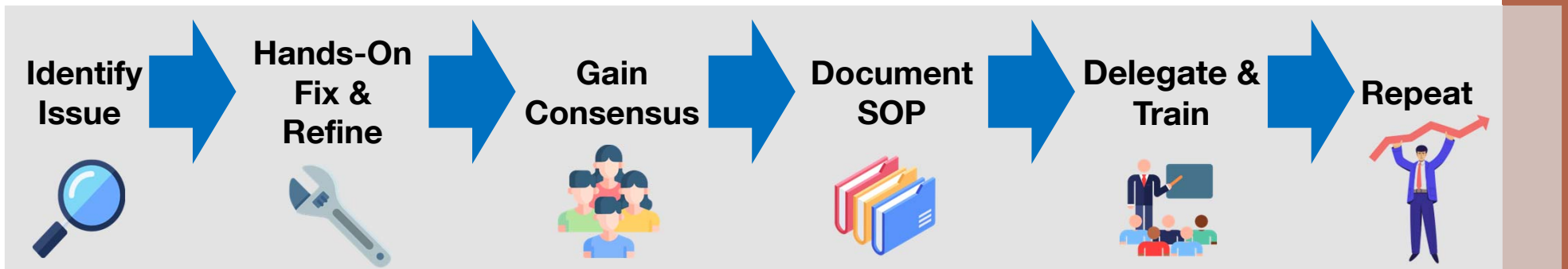


# OPERATIONS LEADERSHIP & PROCESS INNOVATION

Turning daily challenges into scalable systems

*Directed the operational backbone of a growing insurance agency, managing core functions such as CRM systems, document management systems, knowledge-sharing, compliance, onboarding, and more.*

*Designed, tested, and implemented SOPs across sales, marketing, accounting, and compliance.*



*This iterative approach enabled rapid, efficient scaling, strengthened cross-team collaboration, and **freed leadership** to focus on growth and strategy.*

# Let's Discuss How I Can Help Brand Street Properties Succeed

“Simplicity and complexity are the same thing, or to state it in other words  
–there is a point where simplicity becomes very complex.”

*Richard M. Palmer: The Lighting Art*

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