



RONALD C. MORSE

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.



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



Bantam CT: 2,900 sq ft
Plus residential tenant



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



Brooklyn CT: 2,000 sq ft
Full interior update



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.



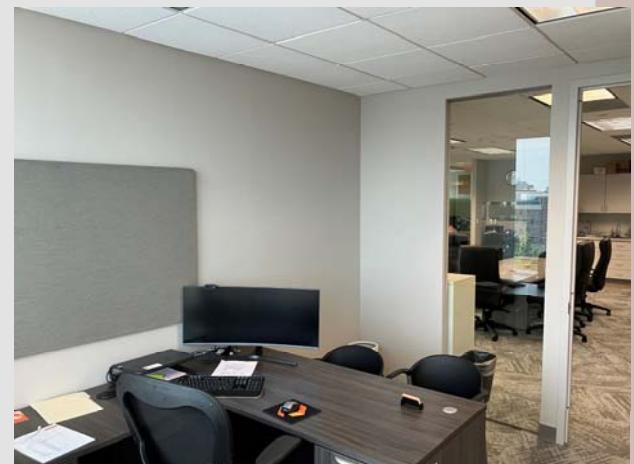
Executive Office



Branded Reception



Central Collaboration



Associate Offices

PROJECT: M&A / OFFICE INTEGRATION - BROOKLYN CT

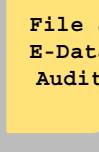
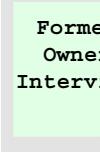
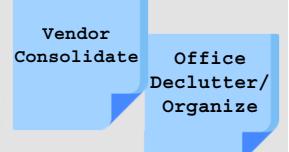
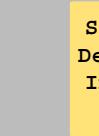
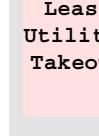
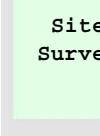
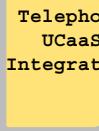
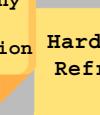
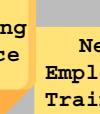
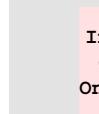
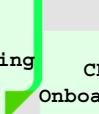
From Strategy Sessions to On-Site Execution: Every Detail Covered

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:

To Do	In Progress	Waiting on 3rd Party	Done
 Project Closure & Reporting	 File & E-Data Audit  Internal Announce		 Former Owner Interview  Scope & Budget Approvals
 Vendor Consolidate  Office Declutter/ Organize	 Signage Design & Install	 Lease/ Utilities Takeover  Furniture Upgrades	 Site Survey  Space Planning
 Conference room AV	 Telephony UCaaS Integration  Hardware Refresh	 Provision VPN	 Network Upgrade  AD Onboarding
 Paper File Digitization	 Marketing Announce  New Employee Training	 Insurance Carrier Onboarding	 HR Onboarding  CRM Onboarding
OUTCOME:		Fully integrated the new office and business unit in under 6 weeks, minimizing downtime and aligning systems, procedures, and staff.	

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

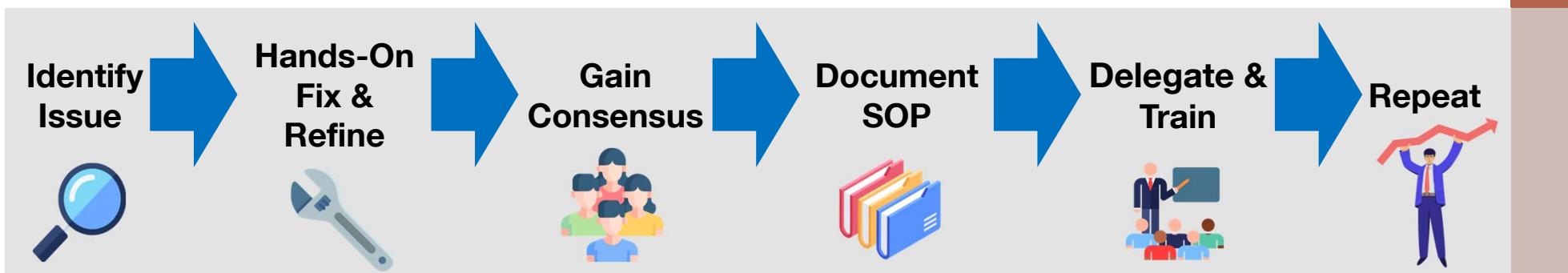


OPERATIONS LEADERSHIP & PROCESS INNOVATION

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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