Robert L. Morgan, CFA

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# PROFILE

Senior Investment Executive with demonstrated record of achieving exceptional revenue growth and investment performance as President, Investment Strategist, and Chief Investment Officer. Game-changing contributions include:

* Opened an office as principal for a broker-dealer and built a team generating $1 million in revenue;
* Consistently achieved above-benchmark investment results at every organization either as the leader of an investment group or as a key player;
* Developed an open architecture approach to select traditional as well as alternative asset managers;
* Have maintained and expanded client relationships by proactively seeking additional assets and referrals;
* Appeared regularly (typically weekly) on CNBC, Fox Business News, and Bloomberg TV and radio.

# EXPERIENCE

**MOSAIC,** Mechanicsburg PA

## Senior Vice President and Market Strategist 2021-Present

* Market Strategist for an RIA with nearly $300 million AUM in 175 accounts
* Co-manager of the accounts for the RIA, which are primarily for high net worth clients
* Write a periodic strategy piece for clients and advisors of the firm.
* Appear roughly weekly on CNBC, Fox Business News, and Bloomberg TV.

**Sethi Companies,** Lititz PA

## Chief Investment Officer 2015 – 2021

* Chief Investment Officer for a financial services firm that aspires to be the ‘LPL of the Southwest’.
* Wrote a periodic strategy piece distributed to advisors and clients of the firm.
* Appeared roughly weekly on CNBC, Fox Business News, and Bloomberg TV.
* Board member and Chief Investment Officer for managing outside managers of a $100 AUM foundation

**FULCRUM SECURITIES,** Radnor, PA **2010 – 2015**

## Chief Investment Strategist

* Opened an office as principal and built a team which generated just under $1 million in revenue in 2013
* Wrote a weekly strategy piece distributed to advisors and clients of the firm.
* Managed a ‘top 10’ list of stocks that Fulcrum advisors used as a model portfolio.
* Appeared at least weekly on CNBC, Fox Business News, and Bloomberg TV.

**DEARDEN, MAGUIRE, WEAVER AND BARRETT, LLC**, West Conshohocken, PA **2008 - 2009**

## President

* Managed staff of seven responsible for $500 million assets under management, split between balanced high net worth and institutional accounts.
* Cut headcount by 12% and salaries by 17% in first nine months of tenure.
* Appeared at least weekly on CNBC, Fox Business News, and Bloomberg TV.

**JANNEY MONTGOMERY SCOTT**, Philadelphia, PA **2004 – 2008**

## Senior Vice President, Investment Strategist

* Coordinated asset allocation and equity selection advice to more than 1000 financial consultants. Four of five model portfolios outperformed market benchmarks: discretionary ETF product outperformed benchmark.
* Guided open architecture committee to select traditional asset managers.
* Represented firm in economic and market speeches to clients of more than 90 branches (88 speeches in four years).
* Represented firm as primary economic and market spokesperson with weekly appearances on CNBC, Fox Business News, and Bloomberg TV

**FULTON FINANCIAL ADVISORS**, Lancaster, PA **1999– 2003**

## Executive Vice President, Chief Investment Officer

* Coordinated staff of 25, including 17 portfolio managers in two investment groups. Included security selection, portfolio management and business development ($3.2 billion in assets)
* Managed the largest account of the firm, the $65 million Lancaster PA Police and Fire Pension
* Equity results consistently outperformed S&P 500 over four year period.
* Conceived and implemented open architecture committee to select traditional asset managers.
* Represented holding company as financial expert with weekly appearances on local NBC affiliate.

**SUNTRUST BANK**, Nashville, TN **1996-1999**

## Group Vice President and Director, Investment Management Group

* Managed five senior portfolio managers with 150 relationships and $1 billion under management. Group developed $362,790 in new fees in 1997; $924,972 in 1998.
* Served on bank-wide committee to select outside alternative asset managers.
* Developed three equity model portfolios. Results:

- Large-cap growth 1997: 40.85% 1998: 29.4%

- Mid-cap growth 1997: 22.58% 1998: 21.3%

- Large-cap value 1997: n/a 1998: 28.6%

- S&P 500 1997: 33.4% 1998:28.6%

- S&P 400 mid-cap 1997: 32.2% 1998: 19.1%

**COMERICA BANK**, Detroit, MI **1994 – 1996**

**Vice President and Manager, Wealth Builder Unit** (1995 – 1996)

* Launched private asset management group with minimum relationship size of $1 million.
* Group developed $415,000 in new fees in the first five months of 1996.

**Vice President and Senior Portfolio Manager** (1994 – 1995)

* Directed two investment professionals.
* Managed growth model template with $100 million under management.

- 1995 results: 32.09% vs. 31.47% Lipper Growth Median.

* Oversaw 60 relationships with average size of $3 million per relationship.

**THE FIFTH THIRD BANK**, Cincinnati, OH **1989 – 1994**

## Assistant Vice President and Senior Investment Officer (1992 - 1994)

* Directed five investment professionals.
* Managed $160 million taxable bond fund. Both CDA three and one year rankings exceeded industry averages.

**Investment Officer** (1990 – 1992)

**Associate** (1989 – 1990)

# MILITARY EXPERIENCE

**UNITED STATES NAVY**

**Lieutenant, USS Woodrow Wilson (SSBN-624)**, Charleston, SC **1986 – 1989**

Nuclear-trained division officer aboard fleet ballistic missile submarine.

**Naval Nuclear Power School**, Orlando, FL **1984 – 1986**

# EDUCATION

**Master in Business Administration,** Owen Graduate School of Management, Vanderbilt University, Nashville, TN, 1984

**Bachelor of Science**, cum laude, College of Arts and Sciences, Vanderbilt University, Nashville, TN, 1983

# DESIGNATIONS/LICENSES

Chartered Financial Analyst (CFA) Series 7, 24, 63, PA Life and Heath