



Profile of  
**Kenn Morris**  
President/CEO of Crossborder Group Inc.  
Gerente General of Crossborder NS, S de RL de CV.



**Kenn Morris** has over sixteen years of experience in US-Mexico business and political analysis, with a specialization in crossborder business and policy market research, the maquiladora industry, technology, logistics, border infrastructure, and border-related policy issues. As President and CEO of *Crossborder Group Inc.*, and *Gerente General* of its Mexico-based subsidiary, *Crossborder NS, S de RL de CV*, he is considered by many to be an expert in NAFTA trade issues and crossborder strategic thinking, as well as US-Mexico industry, politics, and nearshore competitive strategies. He has been quoted in print and television media, including *Business México* magazine, *The Bureau of National Affairs/International Trade Reporter*, *Milenio* magazine (México), *The Los Angeles Times*, *The San Diego Union-Tribune*, *The Orange County Register*, *The San Diego Business Journal*, *El Mexicano* (México), *Frontera* (México), *Retail Traffic Magazine*, and others; and was the lead author and lead researcher for the noted University of California studies, *Borderless Innovation* and *Borderless Biotech & Mexico's Emerging Life Sciences Industry*. Clientele have included Fortune 100 firms, manufacturers, consumer product companies, major universities, and State and Federal government agencies from the U.S. and Mexico.

A native of California, Mr. Morris has lived on both sides of the US-Mexico border, reflecting his passion for the region, his insight into the advantages of crossborder activities, and his understanding of the opportunities - and risks - in Mexico. This perspective underpins not only his work at Crossborder Group and Crossborder NS, but also his previous work at the University of California at San Diego (UCSD) Extension's border policy organization San Diego Dialogue, as its Director of *Crossborder Innovation and Competitiveness Initiative*, and as the former coordinator for its *Executive Program in US-Mexico Trade*. Since 2006, Mr. Morris has been an invited member to the U.S. Department of Commerce's San Diego District Export Council, and was recently appointed by the Secretary of Commerce to serve on the Border District Export Council (Border DEC), made up of business leaders from along the US-Mexico border.

Mr. Morris received a MBA in International Business from San Diego State University, and studied under a scholarship as an International Fellow in the AGSIM (Thunderbird) -- Universidad Autónoma de Guadalajara program in Guadalajara, Jalisco. He also holds a BA in Economics from San Diego State University.

