



Eric K. Morgan
President

A true New Orleanian, Eric spends much of his time hunting ducks in the wetlands of Louisiana. He also likes to study the mindset of audiences in an attempt to garner an intimate understanding of their motivations and behavioral patterns. He parlays that insight into communication strategies that marry mainstream vehicles with emerging and non-traditional channels. The result is a smarter way of connecting with the audience. And sometimes a great dinner spread. For Eric, communicating strategy is more about out-thinking than it is about out-spending.

Eric's last name made him the perfect choice to head up Morgan + Company. Prior to Morgan + Company, Eric was Senior Media Planner/Buyer at Fitzgerald Advertising where he managed several accounts including K&B Drug Stores, Abita Springs Water, Perque Carpet & Drapery and the New Orleans Centre. Eric joined Fitzgerald from The Ehrhardt Group where his responsibilities included all local, regional and national print and broadcast media for such companies as International Paper, WCKW-FM, Gaylord Chemical and Corporate Realty. He started his media life as a Planner for Montgomery Stire & Ehrhardt where he worked on Harrah's Casino and the New Orleans Tourism Marketing Corporation.

Since 2002, he has held the position of adjunct professor in Loyola University's Communications Department teaching Advertising Media Planning. Eric also participates in Loyola University's Executive Mentoring Program. Currently he sits on the Board of Directors for the DREAM Fund, supporting those in the advertising industry in times of need. Eric earned an M.B.A. at Tulane University and a B.A. from Loyola University in Advertising Communications with a minor in Marketing.