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BUSINESS



**Innovating Leadership, Co-Creating Our Future**  
**Tuesday at 11 AM Pacific**  
**August 27th 2019: The Biography of a Finally Successful Startup**

For those wrestling with questions about business leadership, avoiding bad decisions, investing in a start-up, and turning a passion into a profitable venture, Charles Morgan shares his story of how he retired and then found himself back in the role of CEO for a struggling data and analytics startup company. His story is textbook entrepreneurialism, at least as 'textbook' as an entrepreneurial narrative could ever be. He will talk about the intersection of entrepreneurship and data.

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#### Featured Guest



#### Charles Morgan

Charles Morgan is the visionary former Chairman and CEO of Acxiom Corporation, world leaders in data gathering and its accompanying technology, with 1500 separate pieces of information on some half a billion people around the globe. Now Chairman and CEO of his latest tech venture, First Orion, Morgan reveals his post-retirement start-up success story in a new book, Now What? The Biography of a (Finally) Successful Startup. He also held various leadership positions with the direct marketing association. Morgan currently serves on the board of trustees of Inuvo, Inc., and was recently bestowed the 2018 Lifetime Achievement Award from Marketing EDGE. His dedication to the future of da

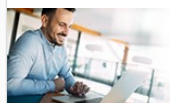
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