






Ed Morrison

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Biography

Ed Morrison directs the Purdue Agile Strategy Lab. Ed has been developing a new approach to developing strategies for complex collaboration in open, loosely connected networks. Called “Strategic Doing”, this methodology emphasizes the strategic value of collaboration in today’s global economy.

For over twenty-five years, he conducted strategy projects throughout the U.S. His work won the first Arthur D. Little Award for excellence in economic development presented by the American Economic Development Council.

Prior to starting his economic development work, Ed worked for Telesis, a corporate strategy consulting firm. In this position, he served on consulting teams for clients such as Ford Motor Company, Volvo, and General Electric. He conducted manufacturing cost studies in the U.S., Japan, Mexico, Canada, Italy, Sweden, and France.

Ed started his professional career in Washington, D.C., where he has served as a legislative assistant to an Ohio Congressman, staff attorney in the Federal Trade Commission, and staff counsel in the US Senate. He holds a BA degree cum laude with honors from Yale University and MBA and JD degrees from the University of Virginia.