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### **Vicki Morris**

Founder, Face To Face Marketing and V. Renee Consulting

Vicki Morris possesses an unparalleled talent for curating comprehensive marketing strategies that help her clients achieve their corporate goals. Since 2015, when she started her first business, Face To Face Marketing, Vicki has exhibited an unwavering commitment to excellence. She expertly combines the power of analytics, data-driven insights, and industry expertise to craft narratives that captivate audiences and pave the path to business success.

Fearlessly pushing boundaries and challenging conventional thinking, Vicki consistently demonstrates her profound understanding of the ever-evolving marketing landscape. In 2024, she launched her second business, V. Renee Consulting, which dives deep with clients to fully develop marketing strategies that provide clarity, consistency, and increased conversions. Drawing from a deep well of knowledge and fueled by a passion for innovation, she crafts narratives that command attention and inspire decisive action. Her mastery of marketing and communication strategies allows her to create impactful copy that evokes emotion, establishes genuine connections, and compels audiences to take the desired course of action.

A true visionary, Vicki's expertise extends across diverse industries, including cybersecurity firms, auto dealerships, pet supply companies, law firms, startups, and small businesses in both B2B and B2C sectors. Drawing upon her extensive experience and comprehensive knowledge of the latest marketing trends, Vicki crafts tailored content, messages, and goals that align seamlessly with her clients' overall corporate objectives.

Vicki's presence is not confined to her professional endeavors alone. She has made a profound impact on the Huntsville community through her active involvement with the Women's Economic Development Council (WEDC), the Women's Business Council of the Huntsville Chamber of

Commerce, and serving as the first African American chair for the Women Honoring Women Event for the WEDC Foundation. Vicki is also a valued member of the National Small Business Association's Leadership Council, where she actively contributes to shaping policies that benefit small businesses nationwide. Vicki also serves as the BNI Area Director for North Alabama, fostering a thriving community of business professionals focused on growth through referral-based networking. Her reputation as a connector led to her being named a former Huntsville Chamber of Commerce Emissary and Ambassador of the Year for the Madison Chamber of Commerce. Additionally, she is an esteemed member of the Huntsville Metro Black Chamber of Commerce, championing diversity and inclusion in entrepreneurship.

Vicki earned her degree in Marketing from Georgia State University and honed her skills as a systems application engineer for an international telecommunications firm. Today, she continues to make a profound impact within the entrepreneurial ecosystem, actively contributing to various community-focused organizations like her own networking group RISE, Regional Innovators Sustaining the Ecosystem.

Outside of her professional achievements, Vicki finds fulfillment as a dedicated wife to Earl Morris and a proud mother to two accomplished adult sons, Joseph and Michael. Together, Vicki and Earl reside in Madison, AL, relishing their status as happy empty nesters.