

CURRICULUM VITAE

Jerry Morton

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Born November 7, 1948
Status Married, Cheri, 1 daughter Karen, b. 1975

Degrees 1970 BS History, PE, Health, Linfield College, McMinnville, OR
1976 MS Reading, Extreme Learning Problems, (Sp. Ed.- all areas),
Corrections, Oregon College of Education, Monmouth, OR

Experience:

2008-Present *Vice-President, Corporate Development and Marketing*
The Roger Bacon Academy, an educational management organization
affiliated with:

- The Charter Day School, Leland, NC

Columbus Charter School, Whiteville, NC

2004-2007 *Senior National Sales Consultant*
Wright Group/McGraw-Hill,

- Handled all national accounts for Wright Group, including Charter Schools, BIA Head Start, BIE, Early Childhood Accounts, Management Companies, NABSE, and worked National Exhibits and Trade Shows.
- "Breakthrough to Literacy," member, product advisory team.
- Developed "Breakthrough to Literacy," sales strategies, marketing concepts.

1977-2004 National Reading Consultant, Direct Instruction Product Line
SRA/McGraw-Hill

- Over 10,000 hours of workshop training conducted
- Over 1,800 hours of training by Engelmann Becker, Corp.
- Successfully worked numerous Direct Instruction school-wide implementations that required restructuring, strategic planning, and professional staff development.
- Headed up the revision of the Corrective Reading Program (1985)
- Member of SRA Direct Instruction revision team.
- Wrote the Corrective Reading Handbook for Administrators "An Evaluation Tool"
- Worked 26 Western, Southwestern, and Southern states as a Direct Instruction Consultant.

1993- 2004 *Senior Sales Representative*
SRA/McGraw-Hill

Awards

- 100% Club Achiever (1993-1999)
- Presidential award winner six consecutive years (1993-1998)
- First Sale Representative to sell 3, 4, 5, and 6 million dollars in SRA history.

1987- 1993 *Sales Representative*
SRA/McGraw-Hill

Assignments

- Designed and implemented the "Catalog Interview".
- Organized and conducted "Train the Trainers" professional growth seminars for teachers, consultants, and administrators.
- Built the "Four Year Sales Plan" that incorporated "The Seven Avenues of Selling".
- Worked state adoptions in Reading, Math, Phonics, and Exceptional Student Education."

1984- 1987 *Sales Associate*
SRA/McGraw-Hill

Assignments



V-P Morton

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- Grew Curriculum integration in New Mexico/West Texas.
- Acquired 82% of the testing districts as customers.
- Self conducted in-services and initial trainings for all districts.
- Wrote the Direct Instruction News Letter for the Southwest.

1969– 1984 *Classroom Special Education Teacher*
Idaho (Nampa)
Oregon (Amity)
New Mexico (Albuquerque), Exemplary Instructor for Corrective Reading Program
For New Mexico (77-83) Del Norte High School.
Texas (Dallas) Worked in Title 1 with Direct Instruction Research/Teaching Strategies. (83)

Awards **SRA/McGraw-Hill:** “Presidential Award” for top salesman in the company in US 1989, 1993-1998.
First Senior Sales Representative, 1993
Achieved Sales Quota 14 of 20 years

Hobbies Golf, Fishing, History Enthusiast.