



LAMELL MCMORRIS
FOUNDER & CHIEF EXECUTIVE OFFICER EMERITUS

CONDENSED BIO

Lamell McMorris is the founder and former CEO of the Washington, DC-based company [Phase 2 Consulting](#). For Mr. McMorris, in life, the first phase is the pursuit of success; in the second phase, it's the pursuit of significance. Phase 2 Consulting is the evolution of Perennial Strategy Group, a prominent strategic advisory firm Mr. McMorris founded and led for twenty years. In Phase 2, with the mission to help successful clients navigate their enterprises into greater good, Mr. McMorris offered strategic insight and external affairs services to some of the nation's leading decision-makers in the private, public, and nonprofit sectors.

In November 2021, Mr. McMorris was appointed Principal, Head of Regulatory and Government Affairs for Edward Jones where he is responsible for leading, expanding, and strengthening the firm's enterprise-level policy capability.

He is also the founding principal of [Greenlining Realty USA](#), a development corporation headquartered in Chicago in his childhood neighborhood of West Woodlawn, dedicated to reversing the historical effect of redlining in low-income communities through developing quality housing and vibrant commercial corridors.

As a lifelong advocate of civil, economic, and human rights, Mr. McMorris serves as a member of numerous nonprofit and college boards, and volunteers his time with several youth-focused and mentoring organizations. He is frequently recognized for his entrepreneurial leadership and pragmatic, high-impact approach to effective advocacy, and he is often invited to speak at a wide range of conferences and events. Mr. McMorris holds a Bachelor of Arts in Religion and Society from Morehouse College and a Master of Divinity in Social Ethics and Public Policy from Princeton Theological Seminary. Currently, he is a doctoral student of law and policy at Northeastern University.

FULL BIO

Lamell McMorris is the founder and former CEO of the Washington, DC-based company [Phase 2 Consulting](#). For Mr. McMorris, in life, the first phase is the pursuit of success; in the second phase, it's the pursuit of significance. Phase 2 Consulting is the evolution of Perennial Strategy Group, a prominent strategic advisory firm Mr. McMorris founded and led for twenty years. In Phase 2, with the mission to help successful clients navigate their enterprises into greater good, Mr. McMorris offered strategic insight and external affairs services to some of the nation's leading decision-makers in the private, public, and nonprofit sectors. Additionally, he managed an in-house team of experienced government and public relations professionals and lawyers, offering a multitude of services to clients in a wide range of disciplines and specialty areas.

Mr. McMorris's unparalleled expertise in government and community affairs, strategic consulting, political campaigns, policy-making, grassroots advocacy, and broad-based coalition building earned him acclaim inside the beltway and around the nation. Under his stewardship, Phase 2 Consulting developed deep and sustained relationships with influential leaders across a wide range of constituencies. Mr. McMorris utilizes his experience in government relations, public affairs, crisis management, and corporate social responsibility to design strategic events, engagement strategies, advocacy campaigns, and results-driven initiatives for Phase 2's clients.



PHASE 2 CONSULTING

In November 2021, Mr. McMorris was appointed Principal, Head of Regulatory and Government Affairs for Edward Jones where he is responsible for leading, expanding and strengthening the firm's enterprise-level policy capability.

He is also the founding principal of [Greenlining Realty USA](#), a development corporation headquartered in his childhood neighborhood of West Woodlawn on the South Side of Chicago dedicated to reversing the historical effect of redlining in low-income communities through developing quality housing and vibrant commercial corridors. Greenlining's inaugural acquisition was his childhood home which has been restored and renovated to a 2-unit rental property.

In recent years, through Perennial Sports, Mr. McMorris led a premier, full-service sports agency representing NFL and NBA players and personalities. Collectively, its agents signed multiple first-round picks and negotiated several multi-million-dollar contracts. And, at the helm of its sister company, Perennial Law Group, Mr. McMorris served as the lead negotiator for the Major League Baseball Umpires Union and the National Basketball Association's Referees Union, where he played a key role in shaping collective bargaining agreements between the officials and their respective leagues.

Mr. McMorris is an active and effective fundraiser, and, drawing on his extensive network of prominent athletes, entertainers, and activists, has driven companies to raise significant financial contributions for charitable causes across the nation. Feature pieces about Mr. McMorris have appeared in The New York Times, on ESPN, and in Referee: The Magazine for Sports Officials.

As a lifelong advocate of civil, economic, and human rights, Mr. McMorris serves as a member of numerous nonprofit and college boards and volunteers his time with several youth-focused and mentoring organizations. He is frequently recognized for his entrepreneurial leadership and pragmatic, high-impact approach to effective advocacy, and he is often invited to speak at a wide range of conferences and events. Mr. McMorris holds a Bachelor of Arts in Religion and Society from Morehouse College, a Master of Divinity in Social Ethics and Public Policy from Princeton Theological Seminary, and an Honorary Doctorate from Saint Augustine's University. Currently, he is a doctoral student of law and policy at Northeastern University.

EDUCATION Northeastern University, Doctoral Student, Law and Policy (expected 2022)

Princeton Theological Seminary, M. Div., Social Ethics and Public Policy
Concentration (1998)

Morehouse College, B.A., Religion and Society (1995)

SELECTED PROFESSIONAL EXPERIENCE Edward Jones, Principal, Head of Regulatory and Government Affairs, 2021-Current
Greenlining Realty USA, Founding Principal, 2016-Current

Phase 2 Consulting (formerly Perennial Strategy Group), Founder and CEO, 2002-2021

Perennial Sports & Perennial Law Group, Founder and CEO, 2004-2017

Southern Christian Leadership Conference, Executive Director and COO, 2001

Redeem the Dream March on Washington, DC, National Coordinator, 2000

Chicago Urban League, Youth Development Initiative, Director, 1998



PHASE 2 CONSULTING

PHILANTHROPY & ADVOCACY

Pete for America 2020, National Co-chair
PGA REACH Board of Trustees, Member
Miles College Board of Trustees, Member
National Urban League Board of Trustees, Member
National Action Network Board of Directors, Member
Rainbow PUSH Board of Directors, Member
Foundation for Progress in Journalism Board of Directors, Member
The Crisis Publishing Company Board of Directors, Member
Life Pieces to Masterpieces Board of Trustees, Member
Sunshine Enterprises Board of Directors, Member
NAACP, Diamond Life Member
Morehouse College Board of Trustees, Former Member
NAACP National Board of Directors, Former Member
Elmhurst College Board of Trustees, Former Member

BUSINESS & CIVIC ASSOCIATIONS

City of Miami, Virginia Key Advisory Board, Member
American Red Cross, National Diversity Advisory Council, Chairman Emeritus
American Heart Association, Greater Miami/Ft. Lauderdale Board, Former Member
Cook County Complete Count Census Commission, Commissioner
Sigma Pi Phi Fraternity, Member
Alpha Phi Alpha Fraternity, Inc., Life Member
Judicial Accountability Political Action Committee, Inaugural Member
Morehouse College National Alumni Association, Member
Chicago 2016 Olympic Bid Committee, Member

SELECTED HONORS & AWARDS

StreetWise & The Kaden's Family Foundation, 20 Most Inspiring Chicagoans of 2020
National Coalition on Black Civic Participation, President's Circle Leadership Award, 2018
DC Promise Neighborhood Initiative, Making a Difference Award, 2017
Saint Augustine's University, Honorary Doctorate, 2017
Piney Woods School Commencement Ceremony, Keynote Speaker, 2017
Aqua Foundation for Women, Aqua Ally Award, 2017
Washington Government Relations Group, President's Award for Career Achievement, 2013
National Action Network, Keepers of the Dream Entrepreneurial Award, 2011
Morehouse College, Homecoming Crown Forum, Keynote Speaker, 2011
Children's National Medical Center, Serving the Nation's Children Award, 2011
Crozer-Chester Medical Center, Dr. Martin Luther King, Jr. Remembrance Event Keynote Speaker, 2008

