

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Morgan Carr Date: May 31, 2026
Contact Information - Email: Morgan_carr@sprich.com Phone: 404-395-2424
Date of Birth: 10/14/1994 Years Employed in Sanitary Supply Industry: 6.5 Years
Company: SP Richards
Position: National Account Manager
Company Mentor/Sponsor: Gracie Colby

In addition to submitting your resumé, introductory video, and letter of nomination/recommendation, please complete the following information as applicable:

Volunteer Activity:

Please list the name of institution, dates of volunteer work, description of volunteer work, and why it is important to you.

I have been involved with the Cleveland Hope Lodge Trustee Committee since January 2025. Our goal is to raise costs for American Cancer Society's CLE Hope Lodge. The Hope Lodge houses cancer patients from all over the country during their treatments at no cost. I also spent many years during college volunteering at the Ronald McDonald house in Birmingham, AL helping preparing meals, cleaning the facilities and any needed activities on property to ensure the residents were comfortable. I have seen firsthand how small contributions can create meaningful impact. I believe strong leaders not only focus on their own success but also help create opportunities for others to grow and thrive.

Work Activity:

Please list all current and past employment (include dates). For each job describe the nature of your position and any management positions held.

SP Richards, Jan 2026 - Present: National Account Manager - Responsible for managing and developing relationships with key clients within the JanSan and MRO industry.

SP Richards, June 2022 – Dec 2025: JanSan Account Manager – Identify new business & growth within JanSan sales.

SP Richards, Dec 2020 – May 2022: Category Marketing Manager – Responsible for developing & executing JanSan, Safety & Breakroom marketing communications materials to drive category growth.

SP Richards, Dec 2019 – Dec 2020: Product Marketing Coordinator – Collaborate on deliverables to include relevant customer and end-user focused promotions, sales collateral, and corresponding internal and external communications.

Scarlet Pearl, Jun 2017 - Dec 2019: Regulated all digital marketing campaigns and Online presence.

Personal Accomplishments:

Include any accomplishments that you would like to be considered in evaluating your application.

President's Award Club Winner, S. P. Richards (2022, 2023 & 2025)

Attended the Oct 2023 the **S.P. Richards Leadership Academy**. Nominated by senior executives due to my commitment to the organization and leadership. The week long program combined leadership training, skill-building workshops and collaborative learning experiences designed to strengthen communication, strategic thinking and team leadership capabilities.

Won **Associate of the Month** at Scarlet Pearl Casino Resort in May 2019 which was voted by the company executive board for employees that strive above and beyond expectations.

MORGAN CARR

National Accounts

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SUMMARY

Self-starter with an innate desire to take on new challenges and drive improvement. Proven ability to identify opportunities, solve complex problems, and execute plans that deliver measurable results. Passionate about professional growth, leadership development, and creating value for both customers and organizations.

WORK EXPERIENCE

National Account Manager, S.P. Richards **Jan 2026 – Present**

- Managing strategic customer relationships, driving sales growth, and supporting cross-functional initiatives.
- Expanding company growth into the MRO segment by identifying new leads, customer assortment strategies and positioning the company as a broader distribution partner beyond core categories. Current new MRO business up collectively 2,153% YoY.
- Lead margin improvement and revenue growth initiatives across all accounts.
- Collaborate with operations and logistics to improve efficiency and service delivery.

JanSan Account Manager, S.P. Richards **Jun 2022 – Dec 2025**

- Identify new business within my territory in the JanSan distribution channel.
- Managed pipeline across 8 states supporting accounts from independent distributors to large national organizations.
- Collaborated with owners and sales teams to increase field sales performance
- Leveraged 2P and 3P agreements to secure large-scale business wins.
- Achieved Presidents Club in 2022, 2023 and 2025

Category Marketing Manager, S.P. Richards **Dec 2020 – May 2022**

- Responsible for developing and executing category-specific marketing communication materials to drive category growth in partnership with sales, supply chain and merchandising teams.
- Develop and maintain strong relationships with key and strategic vendor partners to create unique marketing outcomes, drive sales, and provide valuable opportunities.
- Support and communicate marketing literature to internal sales force with campaign launches, collateral, digital media, promotions, etc. to hit annual sales quotas.
- Responsible for internal/external management and marketing budget of industry specific trade shows.

Product Marketing Coordinator, S.P. Richards **Dec 2019 – Dec 2020**

- Collaborate on deliverables to include relevant customer and end-user focused promotions, sales collateral, and corresponding internal and external communications.
- Execution of tactical elements of marketing programs, including promotions, sales spiffs, automated email platform, training modules, as well as pricing contracts from creation to final deliverables.

Digital Marketing Manager, Scarlet Pearl Casino Resort **Jun 2017 – Dec 2019**

- Responsible for the planning, execution and project management of strategic digital plan across key social media platforms, company-owned website, and agency partnered campaigns. Regulate all digital marketing campaign budgets within defined budgets.
- Manage company's online review presence and reputation by serving as the first point of contact for digital-based reviews.
- Represent the company in all communications, ensuring adherence to brand standards and guidelines.
 - Tasked with devising and implementing digital reputation strategy to increase positive reviews; increased TripAdvisor reviews by 64% in 52 weeks.
 - Project managed and design-directed website relaunch, 2018– 2019.

EDUCATION

Bachelor of Arts in Communication

University of Alabama
Tuscaloosa, AL

Aug 2013 – May 2017

AWARDS & INVOLVEMENT

President's Award Club Winner, S. P. Richards

2022, 2023 & 2025

Leadership Academy, S. P. Richards

Attended Oct 2023

Associate of the Month, Scarlet Pearl Casino Resort

May 2019, voted by company executive board

Trustee Committee, American Cancer Society

Cleveland Hope Lodge, Jan 2025 – Present

ISSA Hygieia

Networking Committee, Jan 2016 – Present

Ronald McDonald House Volunteer

Birmingham, AL

Aug 2013 – May 2017

Dear SSWA Future Leaders Selection Committee,

Few recommendations I've written have felt as well-earned as this one. I have known Morgan for 6 years, first as her colleague when she joined S.P. Richards (SPR) in her role as a Product Marketing Coordinator, and this past year as her mentor and direct manager in her role as National Account Manager. I've watched Morgan grow professionally, taking on more challenges at SPR across many facets of the business. I am consistently impressed by the qualities Morgan embodies that I believe are the hallmark of a good leader, making her an ideal candidate for this prestigious program.


Morgan has great instincts. Rather than being directed, Morgan takes initiative—identifying opportunities for improvement, volunteering for new challenges, and offering a helping hand to her teammates. I've watched as she's thrived in a new and changing business environment. Our industry has been fraught with challenges over the last year as Essendant decided to exit the office products industry. Overnight, we had to do more with the resources we had. Morgan responded by bootstrapping and building an MRO, national account business at the same time as maintaining her existing book of business. She did so with grace and with grit.

Morgan's passion for her customers, paired with her passion for organizational strategy, has delivered very strong sales outcomes. She is not afraid to tackle any challenge head on, and she is creative enough to ensure that she is building a community across many departments at SPR. Morgan is effective. She will come up with ideas to streamline processes with large customers...but she doesn't stop there. She translates her ideas into action. She creates the FAQs document for onboarding a large customer, she adds the customer service notes to ensure her customers are maintained properly, and she engages with IT to ensure all systems are functioning for a successful onboarding.

Her problem-solving nature helps her determine potential problems and pitfalls before they happen, and when the day-to-day fires inevitably occur, she logically and thoroughly tackles those as well. Morgan's analytical skills paired with her resourcefulness have translated into many sales wins. She is a consistent recipient of our President's Award that is given to sales professionals who exceed their stated sales objectives. Morgan has won this award three times, and I have no doubt that she is on a great trajectory to do so again.

Morgan is liked by her peers for her team-focused approach to attacking problems, and she will readily and generously offer her assistance if her teammates need anything. She is a great collaborator both within the SPR walls and with her customers. I'm amazed at her ability to build and foster deep relationships with her customers. Importantly, she is also not shy when asked for her opinion. I find that this often is a hard skill for young leaders to have, but Morgan has a clear point of view that she delivers eloquently and effectively.



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I highly recommend Morgan for the SSWA Future Leaders Program. I know she will fully seize the opportunity and the chance to hone her skills as a leader and to network with business professionals across the industry. I am also very confident that she would make many meaningful contributions to your program. I hope you will give her application your fullest consideration.

Please feel free to contact me should you have any questions.

Sincerely,

Patricia Grace Colby

Gracie Colby
Director of Sales, JanSan National Accounts
SPR
919-634-1352 (cell)