

Marshall Morris

co-founder and President of HomeLife Brands

POSITIONING

U.S. Army Veteran. Entrepreneur. Builder of Purpose-Driven Brands.

BIO

Marshall Morris is a U.S. Army veteran and co-founder and President of HomeLife Brands. His service in the U.S. Army shaped how he leads: a leader's job is not to solve every problem in the room, but to identify which problems actually matter, make clear decisions around them even when the information is incomplete, and then be accountable for what happens next.

He carries that same discipline into business. Marshall co-founded HomeLife Brands and grew it into an Inc. 500 company with more than \$250 million in lifetime revenue, building mission-driven consumer brands one deliberate decision at a time. Growth, in his experience, rewards patience more than speed.

Purpose, for Marshall, is not a marketing campaign layered onto a business after the fact. It is built into the operating model itself. His companies have helped provide more than 50 million meals to shelter animals, a measure the business holds itself to alongside revenue.

None of it came without failure. Products that did not sell and bets that did not pay off taught him that resilience is not the absence of hardship. It is the ability to keep leading clearly while the hardship is happening.

To Marshall, profit is fuel and purpose is the direction it points toward. What he wants to leave behind is simple: proof that the two can grow together, and a business built to outlast any single leader. Build Businesses That Matter.

SIGNATURE IDEA

Build Businesses That Matter

SIGNATURE TOPICS

- Build Businesses That Matter
- Purpose Is a Competitive Advantage
- Leadership Under Pressure
- Building a \$250M Business
- Building Brands Customers Believe In
- The Truth About Entrepreneurship

- Growing Without Losing Your Culture
- Legacy Over Ego
- Why Community Beats Marketing
- Military Lessons for Entrepreneurs
- Success That Actually Feels Successful
- Turning an Entrepreneurial Mind Into an Advantage

LIFETIME REVENUE

more than \$250 million in lifetime revenue

CONTACT

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