

# Felicite Moorman Press Kit

Felicite Moorman is an attorney turned multi-exit technology entrepreneur. She's received EY's Entrepreneur Of The Year® Award and has earned an international reputation as a category creating technologist. Felicite is a CoFounder of BOSS.Tech with a mission to empower entrepreneurs to achieve data-driven success by connecting diverse and distinct business tools via a single, automated Business Operating Smart Solution (BOSS).

Moorman is a go-to Internet of Things industry expert and pioneered strategic partnerships and unprecedented technology strategies and initiatives for the IoT. Moorman cofounded STRATIS IoT, acquired by RealPage, a SaaS Platform for large-scale IoT installations. STRATIS provided a 10x return to early investors and doubled its revenue for seven years straight as a PropTech Category Creator while primarily bootstrapped. STRATIS was named a top ten "Best Company in America" by Entrepreneur Magazine and ranked in the top twenty percent of Inc Magazine's "Fastest Growing Companies" three consecutive years prior to acquisition. Moorman was simultaneous CEO of BuLogics, which designed, built, and certified hardware, software, and ecosystems for the Internet of Things.

Moorman is an international speaker and columnist, and has been featured as a thought leader in dozens of mass media outlets and publications including: U.S. News & World Report, Fast Company, Inc Magazine, Entrepreneur Magazine, The Chicago Tribune, Yahoo! News, Philadelphia Inquirer, The Boston Globe, the Huffington Post, and others. She's also a frequent presenter on the Internet of Things and has been featured at CES, SXSW, Samsung DevCon, Eric Ries' Lean Startup Conference, Smart Cities Innovation Summit Asia, and more.

Prior to STRATIS and BuLogics, Moorman launched the Emerging Technologies Division for GE's Consumer and Home Electronics brand. Moorman quickly established her reputation in technology, engaging eight Fortune 500 companies in less than eighteen months, entering new vertical channels, and creating and beginning execution on the strategic plan to dominate the Internet of Things lighting peripherals market. Today the GE lighting line is a part of every home automation and security platform in the United States.

Early in her career, Moorman led a team that became the most sought after marketing and management partnership in Baltimore real estate. She expanded the companies to include nationwide finance, brokerage, legal, and insurance offerings. Moorman oversaw \$1.5 billion dollars of transactions in less than five years, including property acquisition management for the \$500 million dollar expansion of Rutgers University.

Moorman recognizes the importance of giving back, especially within the Philadelphia community, and volunteers her time and expertise to the following organizations: Techstars Comcast NBCUniversal LIFT Labs, SXSW, Lean Startup Conference, Philly Startup Leaders, Dreamit Ventures, and the Greater Philadelphia Chamber of Commerce. She is also Chair of East Falls Forward, a Philadelphia Registered Community Organization focused on the revitalization of the Riverfront Business District.

She is a graduate of the University of Maryland School of Law.

