

## Scott Morrison

Scott has over 28 years of Executive Sales Management experience in the healthcare industry previously with Diagnostic Products Corporation where he took the company revenues from \$15 million to more than \$500 million and later with Siemens becoming Southeast Area Director of Sales for Bayer's diagnostic division.

Scott is currently the Owner/President of a BrightStar Homecare franchise in Duluth, a provider of private-duty, in-home healthcare.

Scott is also engaged in numerous community organizations including DATHA, the Design and Technology for Healthy Aging and LeadingAge Georgia's Center for Positive Aging Initiative. He is a guest lecturer at GA Tech and a trainer for Georgia's Eden at Home initiative.

BrightStar is involved in many pilot technology studies focusing on aging-in-place, Dementia/Alzheimer's, and education for consumers of elder focused services.