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Author and Seasoned Silicon Valley Marketeer Launches “Mobile First” Site *Newly Designed MorganRees.com Optimized for iPhone, iPad, Android and more*

SILICON VALLEY, CA. – Veteran Silicon Valley marketeer and author of *Marketing Action Plans: Outlines, Templates, and Guidelines for Gaining a Unique Competitive Edge*, Morgan Rees launched MorganRees.com, a professional mobile-first online presence.

The newly designed site, recently redesigned in HTML5 and aimed for ease of use on any mobile device, features Morgan’s body of work as well as his marketing insights gained from a storied career that features such international brands as Philips Electronics, Citrix Online, Norelco, Marantz, Magnavox, Netgear and Honeywell.

“We are in the midst of a technology and paradigm shift,” said Morgan Rees. “More and more people are remotely accessing the internet from personal mobile devices, thus we took a ‘Mobile First’ approach. This design provides an easy browsing experience regardless of what device—mobile or desktop—the viewer is using. Our primary objective is to provide a more effective way to communicate and support existing and new customers.”

Morganrees.com features a stylish new Web 2.0 look and feel and improved navigation. The fully mobile website utilizes HTML5, H.264, CSS and JavaScript. H.264 is the most widely used video compression format used for video recording, compression and distribution. It is featured in every Blu-ray DVD player and has been adopted by companies including Apple, Google (YouTube), Vimeo, and Netflix.

The designers focused on a high impact presentation of Morgan’s body of work. Moving to HTML5 enables Morgan’s marketing and advertising work to play flawlessly on mobile devices including the widely used iPhone, iPad and Android devices. According to Morgan, “the presentations and video content now load 30 percent faster on mobile devices.” In addition, visitors are not required to download any plugins to view the content. Full native iPhone/iPad experience: tap, finger swipe supported, landscape and portrait, image rotation supported, images auto sized to suit the detected device. Finally, the new website is designed to allow users to quickly find the content they are looking for from the main page.

About Morgan Rees

Morgan is an experienced business strategist and marketing professional with international and domestic expertise. His portfolio of work features programs for start-ups to Fortune 500 companies. His business-to-business and consumer marketing experience includes publicly traded companies involving renowned brands as Philips Electronics, Norelco, Marantz, Magnavox, Citrix Online, Netgear and Honeywell.

Morgan gained agency experience early in his career working with admired brands such as Toyota, Swim’n Sport, Red Lobster and General Motors. Rees has built world-class marketing programs for vertical industries including Cloud/SaaS, consumer electronics, computing, technology, ecommerce, retail, agency and B2C/B2B. In addition, Morgan is well versed in social media including LinkedIn, Twitter, FaceBook, Flickr, SlideShare, YouTube Channels, Picasa, Plaxo, Vimeo and Box.net for business. A faculty member of Florida International University, Rees is the author of *Marketing Action Plans* and numerous marketing-related articles.

For more information please visit; Desktop Site: www.morganrees.com or Mobile Site: m.morganrees.com

