



*“CPS is successful when our clients’ customers recognize value in our clients’ selling organizations.”* - Mike Morton

Mike Morton is managing partner and chief operating officer of Critical Path Strategies. He is responsible for overall operations of the company, its consulting practices, and the delivery of extraordinary value to CPS clients. In addition, Mike has excellent facilitation skills and provides assistance with client workshops and strategy sessions. Before joining CPS, Mike founded and was president of Orion Strategic Solutions, a Texas-based, value-added reseller of IBM products and systems integrator.

In 1983, Mike co-founded Builders Square, a U.S.-based retailer of building and home improvement products. He served as chief financial officer and senior vice president, directing the company’s real estate and information systems operations. Under his leadership, successful initial and secondary public offerings of the company raised \$18 million. Subsequent to the public offerings, Kmart Corporation acquired the then nine-store chain and funded management’s five-year plan to open 129 additional stores throughout the U.S. Revenues of the expanded Builders Square chain exceeded \$1.6 billion.

Prior to his affiliation with Builders Square, Mike served as vice president of strategic and financial planning for Handy Dan, Inc., a 75-store, \$285-million retail chain based in San Antonio, Texas, which was a wholly owned subsidiary of W.R. Grace and Company. From 1976 to 1980, he was a senior analyst in mergers and acquisitions with W.R. Grace in New York City.

Mike is co-author of *Building a Successful Selling Organization*. Documenting best practices among high-performing sales teams, this book distills a customer-focused framework into bottom-line strategies and daily practices for sales leaders who want to consistently deliver predictable, sustainable, superior results.

Mike holds a graduate degree in business administration from the University of Denver in Denver, Colorado, and an undergraduate degree from the University of Mississippi.

Mike is an advisor to several privately held companies and is active in numerous civic organizations. He is past president of the Boerne Public Library Foundation, a Boerne-based, non-profit organization dedicated to providing adequate library facilities in the Boerne area. He is also a director of the Friends of the Cibolo Wilderness and of the Cibolo Conservancy.

Mike resides in Boerne, Texas with his wife Mary. They have three children. Mike’s hobbies include running and outdoor activities.



**Connect with CPS online . . .**  
Visit our blog . . . Selling Point Live

Join our LinkedIn Group . . . The Best Best Practices in Sales Effectiveness