Jeff Morris

Technical Sales & Solutions Engineering Leader | Optical Engineer
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Summary

Optical engineer and technical sales leader with 13 years experience. Led 9 Solutions Engineers supporting top OEM customers in space, defense, biomedical, semiconductor, laser processing, and machine vision, and oversaw 30% year-over-year growth in custom optics sales. Builds the people, processes and tools that help technical teams deliver faster.

Experience

Edmund Optics — Tucson, AZ

Senior Manager, Technical Sales & Enablement
Oct 2025 – Nov 2026

- Led all Americas technical sales for a custom optics business worth tens of millions of dollars, achieving 30% year-over-year growth while leading a team of 9 Solutions Engineers and managing their KPIs.
- Researched, deployed and maintained a sales-wide text automation tool that saved thousands of hours and made repetitive tasks faster, more consistent, and more accurate, developing the vast majority of its templates and functionality.
- Trained over 30 Americas salespeople on optical specifications, manufacturing, and AI integration.
- Built 7 AI-assisted optical calculation and simulation tools, including lens-to-camera pairing and surface scatter calculators, replacing manual calculator and spreadsheet work for engineers and customers; began developing sales AI agents for customer research and visit planning.
- Built over 5 Sales KPI dashboards, including one of the company's most widely used to track the RFQ and custom opportunity funnel, keeping quote response times consistent through growth and extended vendor response times.
- Streamlined average custom part release time from 3 days to 1 by building and launching an internal release tool (SharePoint, Power Apps, Power Automate) as part of earning a Lean Six Sigma Green Belt.
- Earned 100% team satisfaction with management on annual company-wide employee surveys across the last two years, consistently above the company average, and kept team retention above company averages.
- Served on the steering committee for the company's diversity, equity and inclusion program, AMPLIFY.

Manager of Solutions Engineering
May 2022 – Oct 2025

- Managed a team of 7 Solutions Engineers responsible for tens of millions of dollars in annual custom optics and assemblies revenue from major OEMs in defense, space, consumer electronics, biomedical, semiconductor and machine vision.

- Oversaw thousands of technical quote proposals per year at an over 30% win rate (over 50% for managed OEM accounts), coaching the team on competitive market-based pricing and on clear technical notes and exceptions that keep quotes accurate.
- Designed and rolled out a leveled career framework where none had existed, supporting 5 promotions.
- Hired, onboarded and trained 8 engineers across the manager and senior manager roles, retaining 7 of 8.
- Built and launched the Americas Sales Teams workspace and SharePoint site, improving communication and information sharing for over 50 salespeople.
- Led the Accessibility Employee Resource Group at Edmund Optics, organizing company wide messaging and events annually on Global Accessibility day.

Senior Solutions Engineer
Aug 2021 – May 2022

- Mentored and onboarded 3 new Solutions Engineers in optics, quoting and part release processes as a team lead.
- Managed over 35 OEM accounts at a time, worth over $10M in annual revenue, including Edmund Optics' largest machine vision customer, handling everything from specification and design consultation to generating technically sound, executive-approved quote proposals and on-site post-delivery support.
- Improved internal solutions engineering processes, including templates used by people across Solutions Engineering, Product Management and Design to generate accurate, professional optical component drawings without access to costly CAD software.

Solutions Engineer
Aug 2017 – Aug 2021

- Produced over 300 quotes per year for custom optics and assemblies, working directly with OEM customers from design-for-manufacturability reviews through delivery.
- Managed large sales opportunities through internal factories and external partners, assessing cost, evaluating technical notes and exceptions, and pricing to balance revenue and competitiveness.
- Released parts into internal systems, verified that quality assurance plans (QAPs) and Q-notes were met, and provided technical support after delivery.
- Contributed to large programs including components and assemblies for FDA-cleared medical devices and optics for low-earth-orbit satellites.
- Traveled to customers to develop opportunities and projects, and presented technical talks at industry trade shows.

Applications Engineer I / II
Jun 2013 – Aug 2017

- Advised customers by phone, email and chat on selecting and integrating catalog optics into their systems; a leading performer in customers supported, with a record 500+ technical chats in one month.
- Provided post-sales support, verifying that optics met customer specifications and working with internal QA teams when they didn't.
- Handled incoming custom optics inquiries with an internal RFQ tool, supported marketing and sales projects, and drafted technical documents such as product specification sheets and application notes.

Publications

- **Silhouetting Illumination in Machine Vision**, Edmund Optics white paper, Oct 2018. Compares conventional, masked, collimated and telecentric backlighting and how each affects edge contrast and measurement accuracy.
- **Achrotech: achromat cost versus performance for conventional, diffractive, and GRIN components**, SPIE Proceedings vol. 9947, Sep 2016. Compares the cost and performance of achromats built from conventional, diffractive and GRIN components.

Education and Certifications

University of Arizona — B.S., Optical Sciences and Engineering; Minor in Mathematics (2006 – 2010)
Lean Six Sigma Green Belt (Aug 2026)

Skills

- **Sales and leadership:** team leadership and coaching, hiring and onboarding, KPI management, competitive pricing and quoting, OEM account support, sales enablement and training
- **Optics and imaging:** custom spherical and aspherical lenses, prisms, beamsplitters, laser mirrors, hard-coated optical filters, thin film coatings, machine and computer vision lens and sensor selection, diamond-turned optics, designing for manufacturability
- **Design and analysis:** Zemax lens design and analysis
- **Specifications and quality:** ISO 10110, MIL-PRF, GD&T, interpreting optical and mechanical specifications, recommending manufacturable tolerances for precision optical components, interferometry, profilometry and other optical test methods, QAPs and Q-notes, Lean Six Sigma Green Belt
- **Tools and automation:** CRM, SAP, Power BI, SharePoint, Power Apps, Power Automate, Teams; AI tools including Claude, Copilot and ChatGPT, and Copilot Studio for agent creation