

## **Mark Jackson: Entrepreneur, Community Leader and Family Man**

CEO and Chairman; Moreson Conferencing

Honorary Consul of Japan

Chairman of Birmingham Sister Cities Commission

Born in Birmingham, Alabama as the son of a successful Alabama businessman and Commander in the U.S. Navy, Mr. Jackson learned from an early age that dedication, integrity and hard work pays great dividends. While growing up in the Bluff Park area of Birmingham, he attended Shades Mountain Elementary School, Alliance Christian School, Berry High School, Jacksonville State University and Auburn University in Montgomery. He is a direct descendant England's King Henry XIII (maternal).

Mr. Jackson began to hone his understanding of the importance of superior customer service while working part-time at Food World, Big B Drugs, and Mr. Steak restaurant. He further refined his skills by working in several of his father's business enterprises, including Montgomery KOA Campgrounds, a manufactured home community, and various agricultural operations.

Mr. Jackson began his career in the teleconferencing sector first as an account executive with CallPoints (1991), a privately owned conference call service based in Montgomery, Alabama, then with Conference America where he established a diverse client base. After working for others in the industry, Mr. Jackson knew the time had come to lay the groundwork for a new type of conference call provider. Relying on his knowledge of what worked and what didn't, he was able to launch a business built on solid values of honesty, integrity, and an approach that was more customer centric than the competition.

Established in 1996, Moreson Conferencing was the first company to offer a fully automated dial-in conference option. By 1999, a web-based component was added to the audio line of products. The early years of the 21<sup>st</sup> century saw Mr. Jackson guiding Moreson into enhanced web based products that allowed the company to expand into more markets around the world. As of 2014, Moreson provides reliable and cost effective teleconference services in over 65 countries.

Determined that Moreson would be built on solid values, the first conference call conducted by the company was known as the Prayer Call. The call, non-denominational in scope and open to participants around the world, has been offered every Friday morning since 1996. The event has drawn participants from around the United States and over 28 other countries.

As part of his dedication to his home city, Mr. Jackson has served on the boards of many non-profit organizations, including the American Lung Association of Alabama, Alabama Foundation for Agriculture, the Legislative Committee of the Central Alabama Clean Cities Commission, March of Dimes, Jimmie Hale Mission, Birmingham International Center, Kid One Transport, Birmingham Boys Choir, Samford University Brock School of Business, and the University of Alabama at Birmingham's President's

Council, UAB School of Business, Children's Aid Society Foundation Board and UAB Comprehensive Cancer Center.

He was appointed to the Advisory Board of Citizens Trust Bank in January 2010, served as the board Secretary during 2011 and was elected as Board Chairman during the 2012-2015 term. He is also non-Executive Chair of HDC Ltd in London, England.

Mr. Jackson has also served the international community as a board member of the British American Business Group, and held a board position with the National Library for the Blind in Stockport, England. Other key areas of service include TRIO (Transplant Recipients International Organization), the Russian-American Chamber of Commerce, Irish Cultural Society and the Japan-American Society of Alabama. Due to his considerable influence within the Alabama business and political community and his efforts on behalf of Japan, he was named Honorary Consul of Japan in June 2014.

He is currently serving a second term as Chairman of Birmingham Sister Cities Commission.

Mr. Jackson was a featured speaker at the 2008 Gulf Coast World Trade Conference in Biloxi, Mississippi. Other speaking engagements include events sponsored by the Russian Chamber of Commerce, the British American Business Group, the United States Department of Trade, the Professional Sales Association, the League of Women Voters, American Farm Bureau, and many others. Additionally, he presented his "Biblical Business Basics - Running Your Business According to Biblical Principles" in Santa Cruz, Bolivia during September 2009. In May of 2011, Mr. Jackson was invited by the Merchant Adventurers of the City of York, England to discuss his experience of being an "Alabama-Boy" growing a global business. To his credit, he is the only American to address the group since its inception in 1392.

Mr. Jackson has been the recipient of a number of awards offered by organizations recognizing his contributions to the local and global community. In September 2008, the University of Alabama in Birmingham Department of Foreign Languages and Literatures named him as an Inaugural Member of its Honor Roll for Excellence in Foreign Languages and International Engagement. This was followed in March 2009 with Alabama Governor Bob Riley presenting the Governor's Trade Excellence Award to Moreson Conferencing in recognition of their efforts of increasing Alabama's trade opportunities with other nations. He received the 2005 Birmingham Chamber Small Business Person of the Year award and the 2010 Jessie Lewis Community Service Award. Mr. Jackson is a graduate of the 2012 Leadership Birmingham program.

While his work in the business world and the wider community is important, Mr. Jackson's family remains the center of his attention. He is married to the former Allison Jordan and they have two young sons, Carey (14) and Jordan (13). They are former members of Pintlala Baptist Church (Montgomery, Alabama) and Dawson Memorial Baptist Church (Birmingham, Alabama). They are currently members of Meadow Brook Baptist Church in Birmingham, Alabama and attend Howards Chapel when in Mentone,

Alabama. The family splits their time between homes located in Birmingham and Mentone, Alabama.

His hobbies include collecting vintage champagne and limited production automobiles, notably a 1983 Buick Riviera convertible, a 1986 Zimmer QuickSilver, and a 1964 World's Fair Thunderbird convertible.

Mr. Jackson is fluent in English, French and conversational in Russian.