



**Laura Gray Hyde, MEd**  
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Laura Hyde is an award-winning business developer, coach, and trainer with more than 25 years of technical business development experience. Laura began her career as an educator and entered the business arena a few years later as a sales executive in the computer industry. She held positions as a business development executive and sales manager for Control Data Corporation and BBN Software Products, and was the top salesperson in her region or division for seven of the 10 years she worked in the computer industry. She specialized in selling solution-oriented and highly complex products and services to large technical companies and government agencies.

As a consultant, Laura has employed effective business development strategies to outperform entire sales staffs and has acquired extensive experience in training and consulting in the computer, aerospace, environmental, software, automotive, construction, power, and electronics industries.

For the past 18 years, Laura has headed Morgan Training Co., LLC, a professional development firm, which provides technical organizations with training and consulting that focuses on applying the dynamics of human relations and the principles of psychology to the technical communication, sales and negotiation environments. The results have been an approach to persuading, selling and communicating with customers that has been enthusiastically embraced by technical professionals.

Ms. Hyde has a passion for filling the “soft skill tool boxes” of technical professionals with tools, strategies, and techniques that they can immediately utilize in their jobs to improve their effectiveness and efficiency. Application of learning is one of her specialties and is demonstrated in her highly effective role-playing exercises. Typical feedback from participants is well summarized by the following quote from one of her course participants—“Great training. Excellent, professional delivery. Please, have all people with customer contact take this course!” A partial list of clients includes Robert Bosch LLC, Philips Semiconductors, GE, Honeywell, Siemens, MAHLE, Plantronics, Akebono Brake Corp., DirecTV, Hathaway Dinwiddie Construction Co., BuhlerPrince, STERIS, Dassault Systemes, Staubli Robotics, and Lawrence Livermore National Laboratory.

In addition to providing corporate training, Laura has been an instructor for the past 14 years with UCLA Extension’s Technical Management Program, where she has consistently received exemplary ratings for her course offerings as well as her delivery. She is also often called upon to speak at regional association meetings, industry conferences, and national conventions on business development and communication effectiveness for technical enterprises.

Laura has degrees in psychology, mathematics, French, and education. She attended the State University of New York at Potsdam and the University of Buffalo and graduated from both institutions with high honors.