

# Chris Morton – Business Communications Professional



## **John (Jack) Bonasera, RAC, VP of Regulatory, Clinical, and Quality Affairs**

Medrobotics Corporation

We required a complex regulatory document—part of a FDA 510K submission—to be edited by several engineers concurrently on a very short deadline. Thankfully, Chris already had an excellent understanding of our very complex electromechanical, software controlled medical device.

After providing instruction as to how best to provide edits, [Chris kept the deliverable on track](#) by herding outstanding inputs from the multiple authors. These he quickly incorporated in the master IFU while also [maintaining a redlined markup mandated by the FDA](#). Meeting all of our criteria, [his management enabled this documentation effort to be completed on schedule](#). I look forward to working with Chris on our next regulatory documentation project.



## **Elias Terman, VP Marketing at Distil Networks**

It's hard to find a good copy writer. Plus, I'm very picky. Chris has become a [seamless extension of our internal content marketing team](#). I'm at the point now where I don't want anything going out into the public domain without Chris' blessing—the [final output is always so much better after he runs his magic wand over it](#). I recommend him without hesitation.



## **Aggie Lotz, Vice President at The ChemQuest Group, Inc.**

I love Chris's formatting work. I cannot imagine doing another PDF book without him as our editor. He has a [top-notch work ethic](#), and [superb substantive editing skills](#). Chris delivers on time without prompting and has a [thorough grasp of editing assignments with minimal instruction](#).



## **Jim Fitzgerald, Marketing Communications, Philips Healthcare, Philips Lifeline**

I've been working with Chris at Isn't That Write for the past two years and have been nothing but impressed. I have found his [writing to be very straightforward](#) in a style that matches my own. Chris's attention to detail is only surpassed by his consideration for his clients, [even when asked the impossible](#).

He is more than just a copywriter—Chris is a [trusted business partner who provides solutions](#) while remaining helpful and professional every step along the way. He goes out of his way to [ensure we are completely satisfied](#) with each and every project. I absolutely recommend Chris Morton for all of your copywriting and editing needs.



## **Dave Kubel, Vice President of Technical Services at Tesco Controls, Inc.**

I have recently worked with Chris on the technical manual for the new Tesco Endurance Drive, a complex computer controlled electrical product. The manual is approximately 200 pages and is very detailed and technical in nature. It includes installation and operations instruction, mechanical and electrical schematics, and software control descriptions.

Chris maintained a [high attention to detail](#) and was [able to gain an understanding of the Drive in a short order](#). This [enabled him to identify and bring forward specific consistency questions](#) of a technical nature throughout the manual for the technical team to address. The [final product was a very professional](#) technical manual.



**Orion Cassetto, Head of Product Marketing at Exabeam**

Chris is a [detail oriented editor](#) with whom I have the ongoing pleasure of working. He [consistently provides high quality work](#), even when working on [compressed timelines](#). He also has a great sense of humor which subtly shines out through his comments.

Chris [came up to speed on our technology surprisingly quickly](#) and began showing his value almost immediately. I fully endorse Chris and would recommend him to anyone looking for a first-rate editor or technical writer.



**Tim Matthews**

**Marketing Head | Author, "The Professional Marketer" and "The SaaS Marketing Handbook" | Successful Kickstarter**

I brought Chris on board [at Imperva/Incapsula] when we needed to ramp up our content marketing efforts. His editing [really helped improve the quality of our written communications](#), and he also [helped develop my team's writing skills](#).



**Stephen Singam, Executive Cyber Security Advisor – Versive**

Chris discerns my drafts carefully and understands our technologies and business value position excellently and creates very effective artifacts. Moreover, he does this with great humility which is a rare commodity these days. Chris, Thanks! You are having a solid hand on my career success.



**Peter Zavlaris, Product Marketing Manager at Smyte**

Chris is the perfect editor. He is [incredibly well versed in grammar](#), provides advice on [narrative structure](#), and understands marketing best practices. He ensures good content becomes exceptional.



**Igal Zeifman**

**Security Geek | Techie Marketer | Growth Hacker | Media Spokesperson**

Chris is an experienced content editor with a wide breadth of knowledge and a [true passion for his craft](#). Working with Chris is an absolute pleasure. He is [reliable, detail-oriented and tech-savvy](#). Most importantly, he is [unwilling to accept mediocre results](#) and is [naturally inclined to always go the extra mile](#).



**Liz Salak, Writer and Editor**

Chris's straightforward contributions on the EFA forum are friendly and to the point. He is [very knowledgeable about a range of topics, from tightening up members' writing to solving a Track Changes problem in Word](#). He is also [generous with his time](#): his kindly given critique of a young freelancer's LinkedIn page contained information I suspect many members learned from.



**Matthew Dowling, CTO at Wireless Glue Networks, an IoT Company**

Chris was [able to quickly sequence, wordsmith and develop our initial software user manual](#)—complete with screen captures and tables—for the Macintosh platform.

As a virtual team member, he did his own software troubleshooting and, during weekly face-to-face meetings, [asked the right questions to make rapid progress](#). His [personal computer knowledge was a big plus](#), as was his background in electricity markets—[what he didn't already know he independently researched](#).

He had the project completed within a month—including (minimal) management review changes. At its conclusion, Chris [provided training that enables us to update the manual on our own](#). We look forward to working with Chris again and highly recommend him to others.



**Dinesh Kumar, PhD, Scientific Advisor, TriOcula Technologies**

I was Chris' direct supervisor for four years at Eigen. As Sr. Technical Writer responsible for user manuals, he [soon wore multiple hats](#)—including webmaster and [assuming a primary role in marketing material creation](#).

He [quickly grasped the complex technical nature](#) of the company's cutting-edge devices and software. He [worked and communicated well with managers, scientists and programmers, never hesitating](#) to make a useful suggestion or offer some constructive guidance.

Chris is [very organized, highly creative and passionate about his profession](#), and always had a sense of ownership about his work. His [initiatives ensured continuity in relation to manuals, the GUI, SOPs and everything](#)—such as [marketing and conference collateral](#)—that was client-facing.



**Bharath Ramakrishna, PhD, Head of Product at MedQIA**

When charged with creating some scientific publications, I [appreciated Chris' mentoring me](#) regarding some of the [more advanced functions of MS Word](#). He is also a [terrific wordsmith, knowing the best way to fine-tune the message I wanted to get across](#).

On a daily basis, I observed [how easily Chris communicated with everyone, from the executive team to our software developers and vendors](#). Not being afraid to [voluntarily offer suggestions](#), he's an [energetic team player who wears many hats](#).



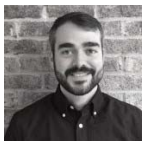
**David Paribello, Engineering Medical Solutions**

I had the pleasure of working with Chris on [multiple marketing and writing projects](#). His [creative writing style](#) and [ability to drive the point home in an artful manner](#) won the thanks and praise of several Sr-level managers at Hitachi-Aloka Medical, Ltd. His [writing skills were instrumental in successfully launching our technology](#) at one of the world's largest conventions for the American Urological Association.



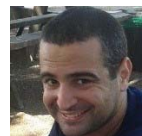
**Barry Craner, Principal at CQA-Associates, Consulting in Medical Device QA/RA**

While in a consulting assignment at Eigen, I had the privilege of working with Chris Morton. He is an [excellent technical writer](#), has shown an [exceptional grasp of complex electro-mechanical and software-driven medical device systems](#) in what he writes and in his [contributions at product meetings](#). He has a great facility in making his points understood in writing and in person, and is an [excellent team player](#).



**Bobby Power, Technical Writer at Distil Networks**

I rely on Chris for more than proofing and editing—he [freely shares his expertise and external resources that help me grow as a tech writer](#). His [editing is extremely thorough and fits right in with my team's existing processes](#). He has helped clean up a variety of documents, including support articles, blog posts, various guides, and more.



**Dan Breslaw, Content Writer/Editor, Imperva Incapsula**

Since I started working with Chris, I've [learned from him a great deal about technical, marketing and B2B writing](#). I've always found his comments and edits to be [insightful and he's taught me a great deal about the techniques and nuances needed to write an effective piece of content](#). Additionally, he has steered me toward a number of external resources that I'm positive will help me further develop my skills as I progress with my writing career.

**Muriel Cargile, Senior Documentation and Training Consultant**

Chris is an [excellent technical writer](#) and course developer. He developed materials to train a new IT system and [delivered the training to end-users quite successfully](#) on a [Deloitte-managed, State of California] project where we both worked. Chris is a [delight to work with](#)—he always has a [great attitude, a wonderful sense of humor, and a thoughtful approach](#) to great teamwork. I would choose to work with him on any project.



**Richard Neumann, PMO at Deloitte**

I worked with Chris on the DIR Workman's Compensation Project and managed the training team. He was part of the training team responsible for creating the training documentation, curriculum and conducting the train the trainer 6 week classroom sessions. [Chris was knowledgeable, insightful and understood our instructors' needs. His classroom demeanor was the right style for the audience. Staff feedback was consistently positive](#) concerning their interactions with Chris.



**Ramraj Thanapandian MBA,PMP,ITIL**

**Independent Verification and Validation Consultant at PCG**

Chris is a very talented technical writer. He is well versed and experienced with Microsoft technologies. He even creates software tools to make the entire team work more efficiently. He is [very thorough with his work, asking very clear and concise questions to get work done accurately](#). He plans his work well and carefully. He was an asset to the team I managed.



**Robert Hobbs, Infrastructure Architect at HP Inc.**

Chris was a key asset to the Enterprise Information Architecture team. He was an exemplary technical writer; his experience in processes and how to interact well with people was superb. Chris recognized process gaps and took the initiative to provide efficient solutions for them. [His attention to detail and teamwork ethic served him well](#).

**Kaushik Roy, B2B Integration Engineer**

The creation of installation guides was a critical piece in the EAI group operating model. Chris prompted team members to provide timely, tested, and accurate steps from which [he produced easy-to-use, unambiguous documents](#) used by worldwide HP data centers. [He very well managed and multitasked many projects simultaneously, is a great team player](#), and a true "technical" writer.

**Sy Kaufax, Solutions Engineer at Binary Office**

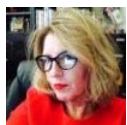
Chris [makes a quick study of any new technology, ramps up, then takes the ball and runs](#). This was evident as [he rapidly grasped the market research arena](#), TAG's software and services, and the leading edge technologies driving both segments of the company's business. More than just [having a way with words and marketing methodologies](#), I was impressed by Chris' knowledge of advanced software, hardware, and programming, in addition to his [consummate professionalism and attention to detail](#).



**Gary Somers, Ph.D.**

**Trusted Advisor, Technology Strategist, Higher Education Veteran, Ciber**

Chris has [great command of the English language](#) and is able to [master complex technical subjects quickly](#). It was a pleasure to work with him and I highly recommend him.



**Jamie Glass**

**CMO and EVP, Global Service Lines at Welocalize**

Chris developed an incredible following of "techies" at a time when information was scarce and technical knowledge was priceless by helping create and write Mastering Computers' *Windows Tips & Tricks* paid subscription newsletter. Its success provided a new channel of revenue for the company. As its editor, Chris helped expand the subscription base year-over-year.

**Tom Thoms, Director of Finance at Technicolor**

I was skeptical about what I might learn at an all-day Windows seminar presented in the Mastering Computers' format, there being several hundred attendees in a large convention center room. That said, Chris' [presentation was dazzling](#)—full of immediately-useful user information not available elsewhere from a single source (and in some cases, *any* source). As its author, it was obvious that Chris [took great care in developing his macro-driven PowerPoint presentation](#)—quite unique for that time—and his [polished delivery was engaging, quite humorous, and full of surprises](#) that kept the audience riveted the entire day. After the seminar, I found Chris' [Opening Windows and Advanced Windows Tips books](#) to be both insightful and very well-written.



**John Schmitt, President, Five Cedars Group, Inc.**

Chris was an [enthusiastic contributor](#) in helping the *Windows Shoppers Guide* promote the Windows 3.x environment to the corporate buyer. His [outstanding freelance editorial contributions](#) were [so well written](#) we were able to [publish them verbatim](#).



**Daniela Birch, Retired (Former Aldus Corp. Executive Secretary)**

Chris Morton was one of the [most value-focused and creative computer consultants in the Aldus Corporation network](#) of authorized resellers. He produced newsletters for existing and potential customers with useful information and training tips that [helped them transition to desktop publishing](#) when that technology was in its youth.



**Jim Ferguson, Co-Host THE REVOLUTION with Jim & Travis**

I hired Chris as an account executive to establish an advertising base for *Northeast Oil Reporter* accounts in Michigan. His [work was impeccable](#). He [quickly learned the territory](#) and secured numerous regional and national accounts. He has [knowledge of the inner workings of advertising agencies, from account executives to media planners and buyers](#).

He proved time and again he could be [trusted to accept a challenge and see it through to completion](#).