

Felicite Moorman

Technologist, Entrepreneur, Speaker, & Attorney



Felicite Moorman is an attorney turned multi-exit technology entrepreneur. She's received EY's Entrepreneur Of The Year® Award and has earned an international reputation as a go-to IoT industry expert, developing pioneering strategic partnerships and unprecedented technology strategies and initiatives for the Internet of Things.

Moorman is the CoFounder of STRATIS, a RealPage Company, and SaaS Platform for large-scale Internet of Things installations. STRATIS was named a top ten "Best Company in America" by Entrepreneur Magazine and ranked in the top twenty percent of Inc Magazine's "Fastest Growing Companies" three consecutive years prior to acquisition. Moorman was simultaneous CEO of BuLogics, which designed, built, and certified hardware, software, and ecosystems for the Internet of Things.

Moorman is an international speaker and columnist, and has been featured as a thought leader in dozens of mass media outlets and publications including: U.S. News & World Report, Fast Company, Inc Magazine, Entrepreneur Magazine, The Chicago Tribune, Yahoo! News, Philadelphia Inquirer, The Boston Globe, the Huffington Post, and others. She's also a frequent writer, speaker, and presenter on the Internet of Things and has been featured at CES, SXSW, Samsung DevCon, Eric Ries' Lean Startup Conference, Smart Cities Innovation Summit Asia, NMHC OpTech, NAA Apartmentalize, Greystar's Innovation and WAM Summits, and more.

Prior to STRATIS and BuLogics, Moorman launched the Emerging Technologies Division for GE's Consumer and Home Electronics brand. Moorman quickly established her reputation in technology, engaging eight Fortune 500 companies in less than eighteen months, entering new vertical channels, and creating and beginning execution on the strategic plan to dominate the Internet of Things lighting peripherals market. Today the GE lighting line is a part nearly every home automation and security platform offered in the United States.

Early in her career, Moorman led a team that became the most sought after marketing and management partnership in Baltimore real estate. She expanded the companies to include nationwide finance, brokerage, legal, and insurance offerings. Moorman oversaw \$1.5 billion dollars of transactions in less than five years, including property acquisition management for the \$500 million dollar expansion of Rutgers University.

Moorman recognizes the importance of giving back, especially within the Philadelphia community, and volunteers her time and expertise to the following organizations: NAA & NMHC's Real Estate Technology Alliance (IoT Committee Co-Chair), Comcast NBCUniversal LIFT Labs Accelerator (Lead Mentor), SXSW (Mentor), Lean Startup Conference (Mentor), Philly Startup Leaders (Mentor), Dreamit Ventures (Mentor), and Greater Philadelphia Chamber of Commerce (Small Business Board Member). She is also a community activist and Chair of East Falls Forward, a Philadelphia Registered Community Organization focused on the revitalization of the Riverfront Business District. She is a graduate of the University of Maryland School of Law and a Law School Club Founder.