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## ANDREAS KELLAS

CEO, MORSE Corp.

## AGE | 38

Who has influenced your career the most? My grandfather led his family out of war-torn Cyprus and into England as refugees. With little money and in a foreign country he started a restaurant and then an auto-parts business. I grew up in the apartment above the auto-parts shop, and my earliest memories were spending time behind the counter with my grandfather, watching him conduct business, manage the ups and downs, and skillfully navigate difficult situations with customers and employees. He was my earliest role model of a business leader.

What was your luckiest career break? My two co-founders Adam Ray and Bobby Cohanim quitting their jobs to come join me on my couch to start MORSE. Without them, MORSE wouldn't exist.

If you could have coffee with any businessperson, who would it be? Toto Wolff, CEO of the Mercedes AMG Formula 1 racing team. He's created an incredible culture of innovation and improvement, and has dominated the sport, winning 7 consecutive championships.

What was your biggest career setback? I tried to start my first company too early, right when I finished grad school at MIT. I didn't know at the time how important it was to have a team of exceptional people. The people that comprise a business are the key to its success, not the clever business idea or the company's secret sauce. It was a humbling

learning experience that led me to my second attempt, the success that is now MORSE Corp.

**Describe yourself in three words:** Driven, curious, disruptive

What was your first job? At 12 years old I became obsessed with learning to fly remote-control airplanes. I convinced the owner of a local hobby shop to hire me, and pay me in store credit. I was able to self-fund my expensive passion at a young age. This is also the hobby that got me into aerospace engineering, and fueled my aspiration to one day attend MIT.

What's your favorite podcast? Tigerbelly.

Where would you most like to visit, post-pandemic? The Singapore Formula 1 Grand Prix.



What's your career theme song? Drake – "Started From the Bottom."