

BIO: Andrew Morris

Sam's Caribbean Marketplace, Inc.

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As a teenager in 1979, Andrew Morris migrated from Jamaica to join his family in the Bronx, New York. He immediately enrolled in Bronx Community College, and a year later transferred to Brooklyn College, where he earned a degree in Television and Radio. After working two years as a textbook editor, Andrew was accepted for admission to Columbia Business School, where he graduated in 1987 with an MBA in Marketing.

While working as a Project Manager at Newsday, Andrew moved to Hempstead, Long Island, where, inspired by Nakisaki Jamaican-Chinese Restaurant, he recognized the need for the establishment of a genuine Caribbean retail store. After two years of research and planning, but with zero experience in the retail trade, Andrew made a leap of faith by quitting his job and emptying his savings account to launch Sam's Caribbean Marketplace in December 1993.

Through its retail location and its website (www.sams247.com), Sam's has served close to two million customers throughout the United States, Canada, the UK, and in about sixty other countries. Andrew (now known to many as "Mr. Sam") credits the company's success primarily to its dedicated, highly-motivated, and hardworking employees--all of whom have served Sam's for many years.

During the past eighteen years, Sam's Caribbean Marketplace has donated cash, gift certificates, and merchandise to civic organizations, churches, alumni associations, schools, and other community groups. Each summer, Sam's hires one or two Caribbean students who attend high schools or colleges either in the Caribbean or here in the USA. This paid internship allows the young people to experience the retail environment first-hand, while earning money to assist with their tuition and other educational expenses. For the past several years, Sam's has been a key sponsor of the highly-successful Hempstead High School Girl's Track Team, as well as the Westbury Cricket Club, the Lions United Soccer Team, and Team Jamaica Bickle—an organization which provides food and other support for Caribbean athletes participating in the annual Penn Relays in Philadelphia, PA.

As President of Sam's, Andrew has mentored many would-be entrepreneurs and has shared his managerial experiences in seminars with MBA students at Molloy College and with students at Nassau Community College. His management philosophy can be summarized in a simple maxim, "Treat others the way you would like to be treated!"

Sam's has been honored by many organizations, and the company has been featured in The NY Times, the Wall Street Journal, Newsday, NY Daily News, the Jamaica Gleaner, and other prominent publications.

Andrew serves as a Director of the Hempstead Chamber of Commerce and as a member of the West Hempstead Chamber of Commerce.