Morgan Reed is president of ACT | The App Association, a global trade association representing small business app makers and connected device manufacturers in the digital economy. The App Association works to promote a policy environment that rewards and inspires innovation while providing our members resources that help them raise capital, create jobs, and continue to build incredible technology.

The global app economy generates $6.3 trillion annually, fueled by innovation and driven by the millions of small technology companies pushing the bounds of what is possible from artificial intelligence to supply chain management to wearable health care devices.

For more than 20 years Morgan has been a leading advocate in Washington, DC and capital cities around the world, working with elected and career policymakers alike to reduce barriers to entry and increase support and opportunities for small and independent developers. In that time he has testified before the U.S. Congress more than 20 times, most recently in 2024 on artificial intelligence and privacy before the U.S. Senate Committee on Commerce, Science, and Transportation.

He serves on numerous boards and advisory committees shaping the future of technology policy including:

- Board of Directors of the Licensing Executive Society, an international standards-setting organization;

- Member of the Health and Human Services-appointed Advisory Panel on Outreach and Education (APOE) for Medicare, a group chartered to advise and make recommendations on the best communications channels to inform the public of program priorities, updates, and new rules and legislation; and

- Member of the American Medical Association's (AMA's) Digital Medicine Payment Advisory Group (DMPAG), a working group to identify barriers to digital medicine adoption and propose comprehensive solutions.

At his core Morgan is a builder and problem solver, whether in the halls of Washington or his wood shop at home. He continues to create as part of the developer team for the Linux Router Project (LEAF) and remains an active Apple and iOS licensed developer.