

## A Global Splash



When a headhunter for Crystal Lagoons Corp. contacted **Kevin P. Morgan, '07 (XP-76)**, he had just returned to the United States from a four-year stint developing high-rise buildings in Abu Dhabi. The company's founder wanted a US-based CEO with experience in the Middle East, somebody ready to take

his business global. Intrigued by Crystal Lagoons's product, Morgan accepted.

The product is a man-made lagoon of any size that costs 10 times less than a golf course and uses 100 times fewer chemicals than a swimming pool. Ultrasonic waves agglomerate dirt



and other impurities into larger particles, which are then removed from the system more efficiently than in standard swimming pools. In 2006, the first lagoon—20 acres wide, 115 feet deep, and edged with timeshares—was installed in Chile, on a strip of the Pacific Coast

where the water is too frigid and dangerous to swim. Lagoons have since been added or planned for resorts, housing developments, and public parks all over the world.

When Morgan came on as CEO in 2012, he hired the Boston Consulting Group to figure out where in the world a lagoon might be desired. The results were overwhelming: the consultancy estimated potential demand for 14,000 installations within 15 years. Morgan has since been busy trying to reach that. The first lagoon in the United States was recently announced for a housing development in the Tampa Bay, Florida, area, not far from Crystal Lagoon's US headquarters in Miami, where Morgan now lives.

Before Crystal Lagoons, Morgan had already lived and worked all over the world: London, Helsinki, Abu Dhabi, New York, Chicago, and his hometown of Cleveland. But it's his time at Booth that he credits with introducing him to the people that could help him deliver lagoons to such disparate parts of the globe.

"Without my tenure at Booth, I would not be doing what I am today," he said. "My global network is so much stronger having gone through the Executive MBA Program and I am now leveraging that network to help me grow this business."

—*Celia Bever*