



## Elle Morris

**DIRECTOR OF DATA SCIENCE | RESEARCH**

Elle Morris is the Director of Data Science in our Research department at The Retail Connection's Dallas office.

Raised in East Tennessee, Elle went to college at the University of Tennessee at Chattanooga, studying environmental policy and planning. There, she was able to participate in international research experiences surrounding marine biology and policy development.

After finishing college, she worked for Apple Maps before deciding to do a master's degree to increase her knowledge of geographic information systems. For graduate studies, she was awarded a scholarship from the European Commission to attend universities in Portugal, Spain, and Germany and pursue a degree in geospatial technologies. While the program applied geography, spatial statistics, and information technology to various disciplines and scenarios, Gabrielle particularly enjoyed researching renewable energy for real estate development.

After completing her degree in March 2021, she moved to a beach town in Portugal, where she founded a kombucha brand. Currently, she holds a position at The Retail Connection in the Cromwell Research Center as the Director of Data Science.

Elle maintains her mental health and creativity through meditation, reading, and writing daily. In addition, she stays active with yoga and kickboxing, and her hobbies include cooking, brewing homemade kombucha, making maps, traveling, and learning new things.

## Contact Information

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**SPECIALTIES**

- Data Mining
- Geostatistics
- Data Analysis
- ArcGIS
- QGIS
- PostgreSQL
- PostGIS
- TAS Analyst