

# TechRound Features NEWMEDIA.COM Founder and CEO Steve Morris on Enterprise AI Strategy: Cautions Against Over- Automation

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TechRound, the UK's fastest-growing tech and startup news platform, recently published a feature article titled "Can Companies Automate Their Way Out of Decline?", spotlighting expert insights from [Steve Morris, Founder & CEO of NEWMEDIA.COM](#), a leading digital performance and strategy agency.

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AI is no longer a single-discipline concern. It affects how your systems scale, how your teams operate, how your customers convert, and how your business defends itself competitively.”

*Steve Morris, Founder and  
CEO of NEWMEDIA.COM*

The article examines whether artificial intelligence and automation can meaningfully reverse operational stagnation and features Morris as a primary source on the strategic and structural risks of AI misuse.

Morris's contribution grounds the conversation in practical business logic.

“Don't automate a broken business model,” he cautions. “Automating a broken business model just makes it decline faster. The winners are the people who begin by looking

hard at the business they're in. Let the business model drive technology.”

Morris also recounts a recent enterprise case where automation replaced senior planners, leading to a 27% increase in fulfillment errors - a costly lesson in what happens when AI is implemented without adequate operational alignment.

“AI is powerful,” Morris explains, “but without the right scaffolding, it can make bad decisions at scale.”

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## A Growing Track Record in AI-Led Business Strategy

This latest feature marks another national spotlight for NEWMEDIA.COM, which has increasingly earned recognition for combining technical depth with business intelligence.

From SEO and performance marketing to infrastructure hardening, enterprise UX, and advanced automation, the agency continues to guide clients through the complexity of the modern digital ecosystem.

While some agencies approach AI purely from a technical standpoint and others purely through marketing, NEWMEDIA.COM bridges both, helping clients translate algorithmic innovation into real-world revenue. Their work spans use cases such as AI-enhanced lead generation, intelligent customer journey modeling, infrastructure-as-code deployments, and hybrid content/ops workflows that blend visibility with velocity.

“AI is no longer a single-discipline concern,” said Morris. “It affects how your systems scale, how your teams operate, how your customers convert, and how your business defends itself competitively. Our job is to ensure that clients aren’t just buying AI; they’re benefiting from it.”

The TechRound feature affirms this multidimensional expertise, highlighting not only Morris’s clarity on AI adoption, but also the firm’s broader value proposition: strategy-first execution in a rapidly evolving business environment.

Read the full article: <https://techround.co.uk/tech/can-companies-automate-their-way-out-of-decline-industry-insiders-share-their-perspectives/>

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### About NEWMEDIA.COM

NEWMEDIA.COM is a full-service digital performance and strategy agency specializing in [website design and development](#), [SEO and AI-enabled organic search and visibility](#), digital PR, AI adoption

## STEVE MORRIS

ON AI AND BUSINESS STRATEGY

**Don't automate a broken business model.**



**Let the business model drive technology.**

**NEWMEDIA.COM**

AI and Business Strategy, Steve Morris via TechRound

strategy, enterprise system optimization, and DevOps and technical security. With locations in Denver, CO; New York, NY; Chicago, IL and 25 cities across North America, the agency serves a wide range of clients from small businesses to high-growth startups to global brands and public-sector organizations.

Core offerings include:

- Enterprise AI and automation consulting
- Secure infrastructure, cloud, and DevOps strategy
- AI-enhanced content ecosystems and SEO
- UX/CX optimization and performance design

Steve Morris, Founder & CEO, is a nationally recognized expert at the intersection of artificial intelligence, business operations, and digital transformation.

To learn more, visit: <https://newmedia.com>

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