

Alfonso Morales was appointed Chief of Police for the City of Milwaukee on April 5, 2018. Chief Morales is committed to the citizens of the City of Milwaukee, as well as the law enforcement profession. As a Milwaukee native and second generation Mexican–American, he is dedicated to making Milwaukee a safer place to live, work and raise a family. Chief Morales has a vision of restoring relationships with the community and system partners. He is dedicated to building the morale of the Department and promoting a unified approach to preventing crime.

Police Chief Alfonso Morales was appointed to the Milwaukee Police Department on September 27, 1993, after completing his Bachelor of Science degree from Carroll University. As a police officer, he was first assigned to District Two, where he proactively patrolled the district's geographical area and targeted gangs to reduce violent crime and neighborhood fear. He later transferred to the Vice Control Division where he was a member of the Narcotics Entry Team which targeted violent drug trafficking organizations; continuing his objective of reducing crime.

In 1999, Chief Morales was promoted to the position of detective in the Criminal Investigation Bureau, where he chaired a myriad of homicide, suspicious deaths and in-custody death investigations. For three consecutive years, he led the Homicide Division's rate of criminal confessions as a result of his adept interrogations skills. In his role as detective, he also managed the Property Crimes Unit which is responsible for investigating case management burglaries and auto thefts.

After being promoted to the rank of police lieutenant in 2009, Chief Morales was assigned to District Three. There he analyzed Department data to identify crime trends and developed short and long term enforcement strategies, ultimately reducing the district's violent crime by 13 percent. As a police lieutenant, he supervised investigations at the Internal Affairs Division. He also managed Department training and administrative duties at the Police Academy. He commanded the High Intensity Drug Trafficking Area's (HIDTA) Drug Gang Task Force and served as the Department's crisis negotiations commander from 2004 until 2013.

In 2013, Chief Morales was promoted to police captain and was assigned to District Two. He effectively managed over 150 members under his command and successfully overcame staffing challenges by balancing resources for pro-active policing while maintaining availability for calls for service. He held supervision accountable and enforced their visibility among the front line officers, in turn lowering internal and external complaints by 50 percent. Chief Morales rebuilt relationships and gained community support within the district. Later he was assigned to the Investigations and Intelligence Bureau. He coordinated efforts with local, state and federal criminal justice partners to target prolific gun offenders and coordinated shoot reviews to identify repeated gun violence and establish action plans to combat and prevent further incidents.

