

Steven A. Miller

Office: (704) 980-8499 • Mobile: (704) 996-3446 • stevenamiller59@gmail.com

Global sales executive with broad advertising, sponsorship sales & content distribution experience across TV, OOH, digital, mobile and emerging platforms

- ❖ Seasoned executive with two decades of experience in media advertising sales, marketing and business development, ranging from start-ups to established companies.
 - ❖ Extensive management expertise in both traditional and digital platforms on national, regional and local levels.
 - ❖ Proven successes in developing and monetizing new ad platforms such as video streaming, digital & mobile apps, geolocation/proximity, OTT services & connected devices.
 - ❖ Successful track record in product development, sales management, content licensing, strategic leadership, business start-up & turnaround, P&L management, cost reduction, productivity improvement, innovative marketing strategies and executions.
-

PROFESSIONAL EXPERIENCE

Fairway Outdoor Advertising, Chattanooga TN

03/18 – 06/19

GENERAL MANAGER

11+ million dollar Out of Home/DOOH Company with 33 employees and over 1750 structures in a 4 state region. Directed all aspects of Sales/Revenue Generation, Marketing, Research, Finance, Operations, Real Estate and Governmental/Public Affairs. Created a high-performance culture that delivered results with a strong focus on revenue growth, rate attainment, inventory optimization and EBITDA by setting standards for revenue, productivity, safety costs, regulatory compliance, inventory control and strategically addressing emerging business opportunities.

Achievements:

- Realigned management teams for sales growth, operational efficiencies and successfully elevated company's struggling local relationships with clients and lessors.
 - Revamped rate structures and optimized inventory usage, resulting in 20% revenue and occupancy growth.
 - Developed and executed the OOH industry's first ever DOOH full market sponsorship takeover, utilizing all 43 DMA digital bulletins displaying a single advertiser's message simultaneously over a 24 hour period. Campaign delivered over 3.7 million impressions, reaching 43% of the market, with 100% client satisfaction.
 - Successfully sold the region to Reagan Outdoor Advertising 06/2019.
-

3sixtyReach, Charlotte NC

04/15 – 02/18

CO-FOUNDER / CHIEF REVENUE OFFICER

Founder of a strategic media-consulting firm, focused on serving forward-leaning media companies as well as traditional advertisers and entrepreneurs to assist them achieve high levels of success and optimal ROI. Specializing in corporate strategy, business development, content development, and distribution. Skilled in traditional, digital, OTT and mobile media planning and placement. Categories include telecommunications, packaged goods, retail, pharmaceuticals, automotive, entertainment, e-commerce, media, and technology.

Continuum, Mooresville NC

08/07 – Present

DIRECTOR AND SECRETARY / BOARD OF DIRECTORS

Traditional cable operator owned by two municipalities operating a 13,000 subscriber cable TV and telecommunications system in the Charlotte, NC. .

Responsibilities:

- Director, providing oversight and strategic guidance on all financial and tactical decisions.
- Lead advisor for ad sales, programming/content acquisition and new technology.
- Oversaw complete redesign & rebuild of system to deliver competitive video, broadband & VoIP services.

Achievements:

- Achieved substantial growth across all lines of business, met and exceeded financial goals.
- Changed general consumer (tax payers) perceptions from negative to neutral/positive.

Locally, Irvine CA**06/15 – 07/18****EXECUTIVE VICE PRESIDENT OF DIGITAL MEDIA**

LOCALLY is a location-based marketing technology company that drives business outcomes. Digital marketers use its technology & privacy-compliant data to provide custom audiences in the physical world based on consumer behavior & audience movement patterns to drive consumer connections and audience insights across all verticals.

Responsibilities:

- Focused on development, growth and scaling the organization.
- Actively solicited and raised Angel investment, later followed by Series A funding.
- Develop/deploy marketing tools which assist Marketers & Brands in gleaning actionable insights about real-world consumer behaviors and trends from mobile data.
- Lead strategic partnership development from digital/mobile advertising and data monetization.

AccuWeather, State College PA**2007 – 2015****EXECUTIVE DIRECTOR GLOBAL VIDEO, DATA & DIGITAL MEDIA**

AccuWeather's media and weather organization delivers a wide range of weather content video & data solutions to media, business, government, institutions and more than 82,000 websites, including USA Today, WSJ, CBS News Mobile, Tribune, ABC, ESPN, the New York Times and many more.

Responsibilities:

- Built and managed the global sales team's top and bottom line (\$100+ million annually) and oversaw R&D.
- Grew and extended user base through the development and deployment of emerging technologies/platforms in Digital, mobile, IPTV, OTT, SmartTV and other connected devices.

Achievements:

- Grew existing broadcast affiliates by over 30% to over 300 TV and 650 radio stations.
- Increased revenues 10+% annually by growing base by integrating content into news/traffic/sports.
- Developed new affiliate bases, including cable networks, operators, regional cable news & sports networks.

Charlotte Hornets/Carolinas Sports Entertainment Television**2004 – 2006****VICE PRESIDENT & GENERAL SALES MANAGER**

Regional Sports Network launched in '04 by Bob Johnson with distribution to NC/SC's 9 DMA's.

- Built targeted advertiser database, developed and implemented key marketing/sales strategies.
- Managed and oversaw advertising and sponsorship sales for 60 NBA, 75 NCAA games, motorsports, golfing and sports news programming.

Time Warner Cable/AOL – Media Sales**2001 – 2004****VICE PRESIDENT OF SALES/MID-ATLANTIC REGION**

Oversaw all aspects of sales for the region with indirect oversight of operations. Generated \$67 million annually, 175+ employees, spread across 8 offices in 7 DMA's. Managed 5 interconnects, launched 2 local news channels and a large portfolio of online content.

- Re-engineered sales teams, account management & inventory-pricing, achieved 19% ROI.
- Increased Mid-Atlantic's performance to a top TWC region by the second half of '02.
- Developed the cross-platform (online & digital) into a million dollar revenue stream.

EDUCATION

Bachelor of Science - Business Administration, University of Southern California, Los Angeles, CA

GROUPS/ASSOCIATIONS:

IAB, MMA, NAB, NATPE, OAAA