



Introducing a passionate and ROI-focused executive with equal right-brain/left-brain problem-solving/analytical skills with over 25 years of proven success. Jay Miller is expert at identifying marketing opportunities to create and execute strategies which have exceeded business objectives. He has the uncommon ability to identify and capitalize on customer expectations to simultaneously increase brand value and drive customer lifetime values. In short, he is a uniquely balanced marketing strategist, entrepreneur and business executive.

As a founder/pioneer in marketing analytics with specific focus on maximizing corporate Return on Marketing Investment (ROMI), Jay has built and directed both analytical and strategic operations for consultancy focusing on burgeoning marketing analytics marketplace. His specializations are in performance benchmarking and analysis, and optimizing fiscal accountability in marketing/communications initiatives. For more than 30 years, he has identified marketing challenges and executed results-driven solutions to client decision makers.

KEY ACHIEVEMENTS

- Founded, funded, built and sold 3 marketing services providers which achieved average year-over-year growth in net profits by more than 225% for more than a decade.
- Established consultancy from ground up and leveraged entrepreneurial and marketing expertise to introduce new methodologies to evaluating return on marketing investment (ROMI).
- Re-branded event production agency into full-service marketing services firm, generated \$28MM in new business and an ROI of 1,800%.
- Worked with private equity and hedge funds to assess consumer receptivity to potential investments. Made the investor millions of dollars in successful investments, while saving the company hundreds of thousands in eventual failed start-ups.
- Hired by hundreds of blue chip brands such as Sears, Harley-Davidson, Citi, GE, Nissan, United Mileage Plus, Marriott, Allstate, Verizon and more.

CORE COMPETENCIES

- MARKETING STRATEGY
- MARKETING OPPORTUNITY IDENTIFICATION AND CREATIVE PROBLEM SOLVING
- IDENTIFYING AND MANAGING CUSTOMER AND PROSPECT TOUCH-POINTS (BRAND MOMENTS OF TRUTH)
- ROI EVANGELIST
- MAXIMIZING CUSTOMER LIFETIME VALUE
- CUSTOMER JOURNEY AUDIT

FLASHFACT

Jay Miller has been doing CRM since before there was CRM. Today, the myriad of software and clouds such as Eloqua, Salesforce, Hubspot, etc., are merely glorified tickler systems—with pretty dashboards to boot. What do they all have in common? None of them provide the proven strategies and messaging that you need to generate the desired activity. With over 25 years of experience doing this—analogue and digitally—you can be sure you're getting the right solution, at the right time, in the right way.

"Jay was a competitor of mine when I worked at a similar advertising agency. When I was hired as GM for a new division at Harley-Davidson, I hired Jay and his agency to bring their expertise to my organization. He and his team were able to understand the disparate customer segments, allowing us to communicate effectively to our full spectrum of riders. I enjoyed working with Jay at Harley and have hired him since because he asks great questions and his marketing instincts are insightful."

—Chris Andersen, Harley-Davidson, Inc.