



RELENTLESSLY MAXIMIZING LTV

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ENTREPRENEUR – MARKETING EMPHASIS

Uniquely balanced marketing strategist, entrepreneur and business executive with 31 years of proven success identifying opportunities to create and execute strategies which have exceeded business objectives. Uncommon ability to identify and capitalize on customer expectations in a way that simultaneously increases brand value and customer lifetime values. Passionate and ROI-focused executive with equal right-brain/left-brain problem-solving/analytical skills.

PROFESSIONAL EXPERIENCE

► JAY MILLER CONSULTING - FOUNDER AND CHIEF EXECUTIVE OFFICER

(PREVIOUSLY KNOWN AS 1508, INC.) Napa and San Francisco, California 2004-Present

Founder/pioneer in marketing analytics with specific focus on maximizing corporate Return on Marketing Investment (ROMI). Built and directed both analytical and strategic operations for consultancy focusing on burgeoning marketing analytics marketplace. Specialized in performance benchmarking and analysis, and optimizing fiscal accountability in marketing/communications initiatives. Identified marketing challenges and executed results-driven solutions to client decision makers.

KEY ACHIEVEMENTS:

- 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. In many cases, we saved the prospective investor millions of dollars in eventual failed start-ups.
- Developed blue-chip client roster, including Allstate, Austin-Lehman Adventures, Artis Ventures, Employerware, Hyundai, Immersa, Kia, Nissan, Surge Capital, TRX, Transamerica, YourVitamins, Zoom Systems, Zurich Financial, and others.

► ARIA RETIREMENT SOLUTIONS - CO-FOUNDER AND CHIEF MARKETING OFFICER

San Francisco & Walnut Creek, California 2010-2014

Co-Founder, business planner, new product visionary, team-builder and guerilla marketer of unique business model which created and now sells a new type of guaranteed retirement income solution through fiduciary wealth managers. The annuity business is a multi-hundred billion dollar a year business, but many wealth managers prefer to not send client assets to an insurer. Through a partnership with Transamerica, we researched, designed, built, SEC and multi-state insurance-registered, marketed and sold an innovative guaranteed income product that solves those advisor concerns. Aria is positioned to become a billion dollar business in just a few short years.

KEY ACHIEVEMENTS:

- Wrote business plan and raised start-up funding.
- Branded company and worked within FINRA/SEC compliance to create all marketing and sales support materials.
- One year later, Launched 2nd product with all new sales-support/marketing materials.
- Worked with large fund company partners to create co-branded marketing strategies and materials.

CLIENT EXPERIENCE



▶ TARGETCOM, ETELLIGENCE AND BANG!ZOOM - FOUNDER AND CHIEF EXECUTIVE OFFICER

Chicago, Illinois, St. Louis, Missouri & San Francisco, California

1988-2004

Full responsibility for launch, growth and eventual sale of relationship marketing advertising agency that realized rapid growth and superb recognition as a leader and innovator in the industry. Defined the organizational vision and goals, and led efforts to surpass client expectations. Created unique agency concept that included Ideation Department, and multiple “mini agencies” and provided strategic guidance and ongoing creative direction to meet even the most difficult requirements. Oversaw bottom-line matters. Built client relationships. Provided leadership for multi-tiered/multi-location staff.

KEY ACHIEVEMENTS:

- Researched, directed, and managed highly profitable sale of three, self-founded and funded marketing services companies to Maxxcom Inc. (MDC), the largest marketing services holding company in Canada.
- Increased TargetCom revenues from zero to \$200 million, and accomplished recognition as eighth largest direct response advertising agency in the nation by Advertising Age.
- Achieved average year-over-year growth in net profits by more than 225% for more than a decade.
- Successfully expanded Chicago-based organization and built profitable client service locations in Dallas, Philadelphia, San Francisco and St. Louis reaching clients in the U.S. and Europe.
- Anticipated and capitalized on emerging technology market by creating new San Francisco-based business, bang!zoom, that produced immediate and lasting success with global high-tech clients.
- Recognized significant need in Internet marketing field and launched leading edge firm, eTelligeance, that focused on online intelligence, consumer behavior analysis, and increasing conversion rates for clients.
- Developed blue-chip client roster, including 3COM, AARP, Allstate, American Bar Association, Audi, BP/Amoco, Cancer Treatment Centers of America, Chicago Tribune, Chicago Travel and Tourism, Citigroup, Discover Card, First Chicago, Harley-Davidson, GE, Las Vegas Hilton, Lucent, Marriott, Pier One, Rent-A-Center, SBC, Sandoz, Searle, Sears, State Farm, True Credit, United Mileage Plus, Verizon, VISA, Wachovia, Zurich Financial and others.

PREVIOUS EXPERIENCE

▶ OMNI MARKETING - DIVISIONAL GENERAL MANAGER

Chicago, Illinois

1983-1988

Brought record-making divisional profitability to Response Processing and Analysis Division, and provided hands-on leadership for operational activities. Managed, trained, and motivated 100 personnel. Led in-depth marketing research and analysis efforts to meet the precise needs of high-level clients. Planned and directed financial, operations, and production efforts.

KEY ACHIEVEMENTS:

- Managed blue-chip client roster, including Aetna, Amoco, Blue Cross/Blue Shield (multiple states and the national association), Continental Bank, GTE, Humana, Mellon Bank, New York Life, OAG, Midway Airlines, Monumental Life, Prudential, Safeco and others.

EDUCATION AND AFFILIATIONS

Bachelor of Science (BS) in Advertising/Minor in Business

Northern Illinois University – DeKalb, IL

PROFESSIONAL

- Former Board Member, Echo Award Committee of the Direct Marketing Association.
- Authored “The Legend Of Svet’s: Where Advertising Was Lost Then Found” in 2008, a cautionary tale focused on the importance of advertising accountability.
- Currently writing, “Never Pee on Your Brand Plus 99 Other Lessons for Marketers,” a book of frighteningly true marketing experiences – including a list of 100 companies that might never hire me.
- Wrote and published (via AAAA) a “How-To” guidebook for brand managers looking to hire a marketing and/or advertising agency.
- Served as advertising guest lecturer at DePaul University in Chicago, IL.

PERSONAL

- Married, with two teen-age daughters.
- Interests include playing baseball, watching my beloved Chicago Bears and shuttling my daughters to and from ballet around 116 times per week.



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