

## Christopher (Chris) A Miller

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### Summary

An experienced business leader, who has led two successful startup's and delivers forward thinking consumer marketing with breakthrough digital marketing solutions to create brand interaction, engage audiences and drive business results.

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## EXPERIENCE

### Draftfcb

Chicago, IL

September 2008 - Current

*SVP, Group Management Director, Digital*

Lead the Agency's digital offerings with responsibility for operationalizing all key digital services.

### Element79 Partners

Chicago, IL

December 2005 to September 2008

*Chief Digital Officer*

Agency's visionary and leader in all matters digital with responsibility for operationalizing all key digital strategies. Define and set the vision for the agency's digital work and lead account management and strategy as relative to digital work.

- Champion and embody the shift to a "no-line" integrated culture to include all broad-based platforms, particularly including digital.
- Lead the learning programs to enable the vision of total digital fluency and education of the Agency on all new media.
- Drive technology needs, identification, infrastructure and capabilities to enhance the go to market and internal process and tools
- Clients: Alticor, Cricket Wireless, Celebrity Cruises, Frito Lay, Gatorade, Harris Bank, Quaker Foods, Propel, Wilson, Zicam

### Tractiv

Chicago, IL

March 2004 to December 2005

*Managing Partner and Co-Owner*

Founded an interactive marketing company, which served mid-size businesses with digital marketing solutions. Led the operational and strategic vision for the company and created the online media and search practices.

- Ran the day to day business including the operational / service structure
- Developed strategic partnerships with media publishers, search engines and tool developers
- Clients: Chicago Cultural Center, Grant Thornton, International Truck, Midas, Mark Shale, Sustain Lane

### Marketing Consultant

Fort Lauderdale and USVI, St. Thomas

January 2003 to March 2004

Developed and implemented marketing strategies for tourism focused business in South Florida and the Caribbean.

- Implemented SEM, SEO and display adv.. campaigns and developed content strategies for websites,
- Clients: Blue Island Divers, Chris Sawyer Dive Center, Pro Dive USA

### Leo Burnett Worldwide / Publicis, including subsidiaries chemistri and Capps Digital

Chicago, IL

March 1992 - December 2002

10 years of diverse leadership at company headquarters and related business units.

### chemistri (now Arc World Wide)

January 1999- March 2003

*Co-CEO*

Conceived and shaped the business from architecture of the business plan to the development of a successful operational and services model.

- Established and directed client relationship, project management, finance, technology and strategic teams.
- Grew from a start up staff of five with under \$1 million billings in 1999 to 65 employees with over \$14 million in revenue in 2002 and delivered on or exceeded financial goals across every quarter
- Clients: adidas, Coca-Cola, Disney, General Motors, Heinz, Hallmark, Kellogg's, Kraft, McDonald's, Motorola, Morgan Stanley, P&G, Philip Morris, US Army

### Capps Digital

April 1996 - December 1998

*EVP, Director of Marketing*

Shifted the business and service model from a traditional art studio with billings of \$14 million to create one of the most technologically advanced creative services companies in the US with billings over \$40 million.

Led international expansion of print service units into key European, Asian and Latin American markets. Created and managed interactive team, later spun unit out as a separate business unit, chemistri.

### VP, Director of Marketing 1994-1996

Organized the company into complementary business units and repositioned and re-branded the company (from Capps Studio to Capps Digital), implemented a new identity, marketing and operational platform.

### Director of Macintosh 1992-1994

Created the foundation to transform the business into a complete digital business through technology and training.

### Artform Communications

Chicago, IL

1991-1992

*Technology Director*

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## KEY SKILLS

Proven leader with key business and operational strategy leadership

Thorough understanding of the digital space in both technology and consumer experience

Track record of winning business pitches for a broad range of marketing assignments

Background of working with some of the world's most recognized brands on a national and global basis

Great ability to motivate and excite both clients and staff

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## EDUCATION

### Drake University

Graduated 1990

*BA Journalism*

Triple Major(s): Advertising, Radio/TV, and Media Graphics with a Minor emphasis in psychology

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## PROFESSIONAL LEADERSHIP

### Awards include

Addy, Cannes Cyber Lion, Gold EFFIE and others including, Revolution magazine's agency of the year

### Selected speaking engagements

Tech TV / G4

NPR- All Things Considered

Seybold Seminars - frequent speaker

MacWorld - frequent speaker

Siggraph

Apple Masters of Media

### Other

Apple Customer Advisory Board

Eagle Scout and Order of the Arrow

PADI Scuba Instructor, IDC Staff