

STEVEN A. MILLER

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Maximize Value Through Growing Share and Developing New Revenue with Excellent Results

- Extensive experience from 20+ years active involvement in delivering leadership and problem solving to start-ups and reorganization efforts.
 - Proven superior initiative in creating strategic plans and action strategies to achieve market/financial growth.
 - Strong background in designing and managing the launch of new products such as Regional Sports and Local News Networks, Online, Interactive Sales, Dynamic Digital Signage, Bluetooth and wireless applications.
 - In depth knowledge in the areas of product development, sales management, strategic leadership, business start-up & turnaround, P&L management, cost reduction, productivity improvement and creative marketing.
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PROFESSIONAL EXPERIENCE

Retherford-Miller & Associates, Charlotte NC, 10/05 - Present
General Manager and Partner

RMA is a strategic multi-media consulting firm focused on revenue growth for television, radio, sports marketing, interactive, online and emerging technology companies. RMA specializes in corporate strategy, advertising, marketing, business development, and provides consulting services to businesses that need proven expertise to effectively grow and exceed their objectives. Clients include: Starpoint Digital Media Network, Comcast-Charter Sports Southeast, MI-Connection, The Golf Network, Zekko Racing, Speak Up! Marketing, Interep Radio, Direct Results Radio.

MI-Connection, Charlotte NC
Board of Directors

Six-member board is responsible for all financial and strategic decisions for a newly launched cable operator owned by 3 municipalities. Accountable for the complete redesign and rebuilt of the existing network in order to offer competitive video, broadband & VoIP services by current and future standards.

Starpoint Digital Media Network, Raleigh NC
Executive Vice President

Starpoint is an innovative new Out-Of-Home advertising media company in the emerging digital signage industry. It's targeted network of fully managed; real-time accessible high definition display screens are placed in the Southeast region's finest fitness clubs.

- Developed business plan including network deployment, pricing and sales strategies.
 - Recruited, hired, trained local, regional and national sales groups.
 - Doubled the networks deployment base over a four-month period.
 - Evolved company from static panel ads to full service advertising, sampling and promotional business.
 - Developed, beta tested and marketed Bluetooth ad application as an extension to the network.
 - Leveraged business plan and growth of existing client base into five year forecast to present and secure second round venture capital.
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Bobcats/C Carolinas Sports Entertainment Television, C-SET 04/04 – 10/05
North and South Carolina

Regional Sports Network Start-up with distribution to NC/SC's 9 DMA's. Owned by Robert L. Johnson and his NBA team the Charlotte Bobcats, the network launched in Oct '04. This landmark network earned the status of the USA's 1st Regional – Digital Cable Network.

Vice President & General Sales Manager

- Involved in all aspects of Advertising Sales, Programming, Marketing and Affiliate Relations.
- Designed and implemented TV and Online pricing, packaging and product placement strategies.
- Identified critical leagues, schools and conferences and then negotiated programming rights for carriage of college football, basketball, baseball, minor league AAA baseball and High School sports.
- Established relationship with ESPN and other vendors for acquired programming and barter deals.
- Built targeted advertiser database, developed and implemented key marketing/sales strategies.
- During the inaugural year, I managed and oversaw all advertising and sponsorship sales for 60 live NBA games, 55 college Basketball games, 20 college Football games, motor sports, golfing, weekly Sports News updates and a host of other sports and entertainment programming.

Time Warner Cable / AOL – Media Sales

2001 - 2003

\$67 million Advertising Sales operation, 175+ employees, consisting of 8 offices, 7 DMA's, 5 Interconnects, 2 Local News channels and a large portfolio of online content.

Vice President of Sales / Mid-Atlantic Region

Oversee all aspects of Sales for the region with indirect oversight of operations. Selected by the TWC President to fill a critical role in a region, which had failed to perform to expectation levels.

- Reorganized personnel and re-engineered processes and eliminated organizational deficiencies.
- Developed and finalized partnership with cable operators to establish interconnects in each DMA.
- Successfully launched two fulltime, stand-alone 24/7 Local Cable News Channels.
- Launched Online Web Portals for local News, Entertainment and Automotive Portals.
- Led development and launch of cross-platform (cable, print & online) sales strategy.
- Re-engineering sales teams, account management and inventory-pricing processes, achieved 19% improvement in 2002 over the prior year where the broadcast competitors were typically up 4-6%.
- Increased Mid-Atlantic's performance to a top TWC region during the second half of '02.
- Developed the Cross-Platform (online & print) into a million dollar revenue stream.

Time Warner Communication, Los Angeles Division

1995 - 2001

\$23 million Advertising Sales operation, 60+ employees, consisting of 7 Cable Systems in 1 DMA covering 382,000 subscribers.

General Sales Manager

Reorganized three non-contiguous independent sales operations into a consolidated, cohesive and effective organization.

- Established National and Regional sales teams creating a high-caliber cohesive sales group of 28.
- Empowered reps to take accountability and to exert a strong client-centric, solutions-driven focus.
- Redefined account management to eliminate duplicated sales efforts.
- Built budgets and compensation programs that rewarded their new specialized efforts.
- Identified and launched new products from the TWC family in AOL, Roadrunner and print publishing businesses and developed opportunities with spot cable that drove new and incremental business.
- Retargeted sales teams to focus on key accounts, resulting in significantly higher dollars-per-order.
- Developed a Presidents Club program to motivate and retain key personnel and support long-term sales growth.
- Sustain 20%+ growth while growing margin levels each year during the six year period.
- Consistently ranked in TWC national top 5 highest ad-sales divisions '95-'00.

Additional experience and background information available at: www.retherford-miller.com

EDUCATION

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