

RICHARD MILES

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EXECUTIVE LEVEL MANAGEMENT

MARKETING EXPERTISE • STRATEGIC PLANNING • OPERATION AND SALES LEADERSHIP

With +20 years experience leading start-ups, international corporations and non-profits, I am a passionate achiever who consistently surpasses corporate goals. Offering an impressive history of results-centered leadership and strategic thinking. Skilled at cultivating long-term relationships, energizing teams, investors, donors and stakeholders in raising capital and creating a performance-based culture. Quick learner, specializing in understanding new products and developing markets. Expertise in branding, driving effective marketing campaigns, negotiating contracts, creating/expanding accounts. Dynamic presenter, comfortable with large groups, startup teams and in Fortune 100 board rooms.

Executive Leadership • Strategic Planning • High Impact Presentations • Business Start-up • Social Networks
New Business Development • Operations Improvement • Contract Negotiations • Fund Raising • Online Marketing
Proposal Development • Grant Writing • Budgeting • Brand Management • Multimedia Advertising
Community Development

PROFESSIONAL EXPERIENCE

BIG BROTHERS BIG SISTERS OF THE BAY AREA, San Francisco, California • 2005-2008

Branch of +400 independent non profit charities providing mentoring to children. Annual budget \$2.5M.

Chief Executive Officer

Recruited to merge 3 separate agencies into a single, effective business entity. Reported to 3 independent Boards of Directors and maintained operations, leading negotiations and legal filings to successfully complete agency consolidation within 4 months. Streamlined operations and resources, starting with a new staff and without official policies/procedures, cash reserves, donor database, methods of contact management and 3 distinct accounting systems. Created and implemented long/short term strategic growth plan and oversee daily operations of 25 personnel including Chief Development Officer, Senior Accounting Manager and senior Program Staff. Authored employee and program policy manual, detailing operational rules and service delivery. Built a new Board via proactive recruitment, interviewing and evaluation.

Led fund development effort, grant writing, and proposal generation resulting in increased revenues. Created website and developed online resources for fundraising, volunteer recruitment and community engagement. Served as the main speaker at all fundraising events. Re-engineered business resources from reliance on paperwork to use of technology including cell phones, laptop computers, implementation of salesforce.com for donor contact management, online shared calendars and a customized CRM system for managing workflow. Found sources of untapped funds from statewide providers by reorganizing and reenergizing a statewide association of 20 independent BBBS branches in California. Served as Treasurer of the State Association.

Revenue Growth

- Raised revenue from \$1.4M to \$2.2M via improved grant writing, direct marketing and public speaking.
- Closed 1st major gift (\$50K) from an individual.
- Attained the agency's largest single corporate donation (\$140K), and duplicated feat 2 years later.

Key Accomplishments

- Increased number of children served from 375 to 1300 within 30 months by building community resources.
- Slashed cost per child served from \$3500 to \$1700 by optimizing business procedures and workflow.
- Gave a "Building Vibrant Sustainability" presentation at a meeting of the 35 largest agencies, resulting in a funded pilot project of the national Federation.
- Ranked as the largest online fundraiser of any branch.
- Developed relationships with 8 additional school systems and +40 foundations including Kaiser Permanente, Lucille Packard, Leshar, Hearst, Cisco, Chevron, Intel, Wells Fargo and others.

XINGTONE, INC., Los Angeles, California • 2004-2005

Global storefront and IT application allowing customized ringtones for artists and consumers. Annual revenue \$2M.

Senior Vice President Sales/Marketing and Managing Director of European Operations

Served as key member of the senior management team with the Chief Executive Officer, Chief Technical Officer and Chief Operations Officer. Built from ground up an international business plan to achieve market growth and placing product in distribution in the North America and Europe.

Key Accomplishments

- Closed major distribution agreement with Sonic/Roxio for global distribution of retail product.
- Co-represented company to venture capitalists to secure second-round funding.
- Developed website to achieve +200 stores and 5K ringtones <12 months after creation.
- Spearheaded launch in the European market with product placement in the UK and Germany.

321 STUDIOS, St. Louis, Missouri • 2002-2004

Consumer software developer and publisher. Annual revenue \$50M.

Chief Marketing Officer / Chief Sales Officer

Designed and executed effective business plan with two founders resulting in phenomenal growth from startup to over \$50M in less than 3 years. Served as CMO and CSO, managing 10-person internal marketing department, 8-person inside sales department, 8 outside sales representatives for North America, and 4 independent sales agencies in Europe, as well as North American and European PR and marketing.

Key Accomplishments

- Took startup from \$0 to \$50M in 2 years.
- Designed all retail packaging and oversaw all marketing and sales efforts, both online and in retail distribution.
- Negotiated key distribution agreements worldwide.

RE:LAUNCH, Berkeley, California • 1990-2002

Sales/marketing consultation for IT companies to gain market share in the US and Canada via fund raising, sales representation, multimedia advertising, packaging, copywriting and graphic design. Annual revenue \$3M.

President/Founder

Serviced +100 global clients, aiding some to go public via IPO or reverse merger, raise venture capital and acquisition by larger corporations. Initiated effective direct marketing campaigns for diverse products such as consumer and enterprise software, digital music players and computer equipment. Drove widespread channel distribution, new market development and market expansion through relationships with vendors and contract negotiations. Created e-commerce sites, product packaging, direct mail, direct marketing and multimedia campaigns. Gained market intelligence to recommend and provide profitable placement, packaging, pricing and promotions.

Performed HR functions such as recruiting, hiring and managing nearly 40 staff at business peak. Directed staff of highly skilled salespeople, graphic artists, web developers and engineers. Prospected and built relationships with clientele. Worked as creative director, copywriter and art director, creating retail packages, collateral material, websites and online/print advertisements. Directed financial functions such as cash flow and sales projections.

Key Accomplishments

- Opened new sales channel for Memorex, resulting in 600K product sales in first 90 days.
- Co-led attainment of ± \$8M in startup financing from venture capitalists and private individuals for Visiosonic.
- Launched FreeSoftwareClub and led marketing program that gained +3M members within 4 months.
- Created direct mail campaign for Connectix resulting in \$1M profit within 5 weeks.
- Led effort that took Inoculan Antivirus from a \$20M loss to \$8M in profit in 12 months for Computer Associates.
- Designed and launched an inkjet product line for Hitachi/Dataproducts resulting in \$20M 1st year sales revenue

Career Note: Additional excellent experience as **Vice President, Worldwide Sales and Marketing**, Polaroid/Mag-Media • 1987-1990. **Vice President, Sales and Strategic Planning**, Schlage Electronics/Ingersoll-Rand • 1984-1987. **Founder/President**, Adaptive Controls, Inc. • 1980-1984. Details furnished upon request.

EDUCATION

Coursework – Business
Columbia Pacific University, San Rafael, California

Coursework ~ Business, Music and Drama
Laney College, Oakland, California

PROFESSIONAL DEVELOPMENT

Executive Program for Non-Profit Leaders, Stanford Graduate School of Business
Impactful Writing Seminar, University of California, Berkeley
Copywriting Bootcamp, Ted Nicholas
Guerilla Marketing Business University, Jay Conrad Levinson
Startup Bootcamp, Garage.com
The Art of Product Launches, Software Entrepreneur's Forum
Effective Practices in Direct Mail, Johnson Direct School of Business
Introduction to Direct Mail Advertising, San Francisco State University
Communication Workshop, EST
Principles of Accounting, Lifespring Institute
Fundamentals of Prosperity, Sun Institute

PUBLICATIONS/PRESENTATIONS

Sought-after Speaker, Comdex, SOFTEX, Consumer Electronics Show, GeoCon The Art of Product Launches.

Author, Weekly sales column in *Computer Retail Week*. Published *The StoreCheck Report*, a newsletter analyzing selling trends in the PC industry, read by all major IT business leaders. Wrote a 300-page book, The Official US Software Channel Sales Guidebook.

Senior Lecturer, Taught Technology Marketing at University of California, Santa Clara Extension Campus.