

Rob Miller, MPA CAE

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EXECUTIVE PROFILE & SKILL SUMMARY

Experienced executive and entrepreneur with an exceptional record of revenue and profit growth, member and customer success, and product and service innovation. Seeking an opportunity to apply strategic leadership, operational management, vision, innovative thinking, and technical skills to organizational challenges and growth opportunities.

PROFESSIONAL EXPERIENCE & MAJOR ACCOMPLISHMENTS

Gravitate Solutions, Alexandria, VA
Chief Revenue Officer

3/2019 – Present

Gravitate is a software company providing technology solutions to associations and non-profits. As CRO, I am responsible for sales, marketing, and software and service delivery to our customers. I serve on the executive team and help define and drive the strategy of the company.

Major Accomplishments

- Developed a marketing strategy that has grown lead generation by over 250%.
- Identified and cultivated a number of strategic partners.
- Secured Gravitates largest Nucleus customer.

340B Health, Washington, DC

5/2016 – 4/2019

Senior Vice President, Business Development, Strategic Planning & Operations

340B Health is an association that represents over 1400 hospitals and health systems that participate in the 340B drug discount program. As SVP, I formulate the strategic plans and direct all aspects of finance, human resources, facilities, information technology, and all revenue-generating activities of the association – membership, conferences, subscriptions, corporate partnerships, and the political action committee.

Major Accomplishments

- Developed a new three-year strategic plan for the organization.
- Exceeded net profit targets by 530% in 2016 and 658% in 2017.
- Achieved a Net Promoter score of 69.5 from membership.
- Grew investments from \$6.5MM to \$11.5MM in 22 months. Rewrote Investment Policy Statement (IPS) and engaged a financial advisor.
- Initiated an individual membership category and tripled size in second year.
- Redesigned the corporate partner program and grew it by 18% in 2016, 21% in 2017 and 40% in 2018 – to \$1.05MM.
- Achieved record attendance at six consecutive conferences and have grown booth sales by close to 100% in two years.

- Outsourced payroll, HR & 401K to CBIZ and reduced expenses and internal overhead.
- Implemented an organization-wide risk assessment and crisis management plan.
- Developed a social media strategy and increased impressions by 500%.
- Initiated and launched an on-line career center, on-line social community, board portal, an analytics platform, and a year-round mobile application.

20twenty Strategic Consulting, Mclean, VA
Executive Vice President

11/2010 – 4/2016

20twenty is a multinational professional services and software development company focused on delivering high-quality, low-cost software solutions to non-profits and other vertical markets. As EVP, I directed all aspects of 20twenty's sales and marketing initiatives and worked with company executives and board members to define and develop the strategy of the company. Through varied engagements, I guided the development of solutions such as mobile, social media, and e-commerce that provides vital capabilities to associations, government, and commercial organizations.

Major Accomplishments

- Developed sales and marketing strategy. Secured over 100 customers in four years.
- Established reseller partnerships with two industry software companies.
- Directed product enhancements working with two offshore teams in the Ukraine and Argentina.
- Co-developed the company's implementation methodology based on IBM Rational Unified Process.
- Secured first multi-year multi-million-dollar customer.
- Consulted on many projects as a senior technologist and business operations manager.
- Negotiated and established the company's health and 401k plans.

AssociationCIO, Vienna, VA
Principal

9/2009 – 11/2010

AssociationCIO is a nationwide consulting firm providing IT outsourcing as well as interim and fractional chief information officer (CIO) services to associations and other member-based organizations. I served as an outsourced CIO as well as head of operations of the overall consulting team. Through the varied engagements, I strategized, assembled, and deployed technology assets and capabilities to support the strategy and initiatives of an entire organization.

Major Accomplishments

- Developed a business plan and sales and marketing strategy.
- Built team of twenty CIO's providing part-time technology services to non-profits.
- Led numerous system selections including association management systems and content management systems.
- Conducted research, identified candidates and ultimately negotiated and sold the company to .orgSource.

Avecra, McLean, VA
President

4/1994 – 8/2009

Avecra (now Community Brands) is the leading association management system (AMS) provider to non-profits and associations. As President, I led all aspects of strategy, sales and marketing, product development, system implementations, and business operations including finance, human resources, and facilities. As the visionary of the Avecra software, I became an industry leader deploying new web-based solutions to meet the association

technology challenges. During that time, I volunteered to speak at many industry conferences and events, and developed our own annual national user conference.

Major Accomplishments

- Grew the company to 200 staff, \$40MM in sales in four locations in Virginia, Illinois, California and Florida, and extensive consultants worldwide.
- Conducted research, identified candidates and successfully positioned the company to be sold to Sterling Ventures in 2007. Subsequently over a two year period, successfully led the training, integration and human resources challenges of the company and executive transition.
- Released the first off-the-shelf web-based AMS system in 2005.
- Established and integrated offshore development capabilities in Moscow, Russia and Kiev, Ukraine.
- Built a network data operations center to support client operations and then migrated it to a tier-1 outsourced data center.
- Established an annual users & developers conference and served as master of ceremonies. Now the conference attracts over 1000 participants.
- Designed and moved the company to a 30,000 square feet office space.
- Released the first web-based enterprise AMS system in 2003.
- Secured several rounds of investment including \$1.9MM from Fujitsu.
- Negotiated and established first class company benefits including health, dental, 401K, short and long term disability, paid time off, education, telecommuting, and H-1B visas.

OTHER PROFESSIONAL EXPERIENCE

National Association of Broadcasters , Washington, DC Manager of Application Development	12/1992 – 4/1994
US Office of Management & Budget , Washington, DC Budget Analyst (<i>Awarded Presidential Management Fellowship</i>)	6/1990 – 12/1992
US Environmental Protection Agency , Washington, DC Analyst	6/1989 – 5/1990

BOARD OF DIRECTORS

340B Health, Association, Executive Participant	2016 – Current
.orgCommunity, Association Executive Leadership, Board Member	2015 – Current
Eventrio, Tradeshow Operations, Board Chair (Raised \$550K)	2014 – 2016
Social Security Solutions, Consumer Tech, Board Advisor (Raised \$750K)	2012 – 2016
Mindshare, Professional Networking, Board Member	2014 – 2015
20twenty, Software Consulting, Board Member	2010 – 2015
Geostellar, Clean Technology, Board Member (Raised \$15.5MM)	2011 – 2013
NFi Studios, Social Media, Board Chair (Sold for \$5MM)	2009 – 2011
Avecetra, SaaS CRM, Board Member (Sold for \$40MM)	1999 – 2007
Ablaze, Enterprise CRM, Board Chair (Merged)	1994 – 1999

EDUCATION

Masters Degree in Public Administration, American University	1988-1990
Bachelors of Arts, Gustavus Adolphus College	1984-1988
Study Abroad, Vienna, Austria	1986

PROFESSIONAL CREDENTIALS & AFFILIATIONS

Certified Association Executive (CAE), ASAE	Dec, 2018
American Society of Association Executives (www.asaecenter.org)	

Healthcare Association Executive Forum
Mindshare (www.mindsharenetwork.org) - Networking Professional

VOLUNTEER ACTIVITIES

YearUp Mentoring Program	2018 - Current
Oronoco Condominium Board of Directors	2015 - 2018
Mindshare Board of Directors	2013 - 2015
USA Hockey High School Coach (Level IV)	2011 - 2015
Various Soccer & Volleyball Coaching	2003 - 2011

PERSONAL

Lives in Arlington, VA with wife Alice. Have two children- Sophia (Graduated from University) and Claire (Fourth year of University).