

Clark Miller

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Professional Summary

C-Level Executive * Non-Profit Leader * New Business Developer * Marketing Innovator

Unique blend of executive management experience in for-profit and non-profit environments, from global Fortune 100 to start-up companies. Highly innovative with a proven track record of results. A 2-time American Marketing Association *Edison Award* winner, and named by *Advertising Age* magazine as one of the Top 100 marketers in the United States. More than thirty years of proven, progressive management experience.

Core Competencies

- * **Strategic planning** -- particularly focused on innovation, new business development, business unit turn-arounds and other complex organizational problems. Detail oriented, with strong analytical skills.
- * **Team building** -- especially in leading cross-functional teams and in moving groups toward consensus and common goals. Excellent interpersonal and communication skills.
- * **Executive management** -- with full profit-and-loss accountability and the highest level of ethical standards. Experience working in international environments. Have served on, worked with, reported to, and recruited Boards of Directors.
- * **Creativity** -- both in thinking and in directly managing or working with creative personnel, agencies and production companies. Extensive background in advertising, promotion and media.
- * **Marketing** -- rooted in classical marketing practices, but also deeply engaged and experienced with emerging digital, social and viral channels.
- * **Negotiating** -- proven experience with licensing agreements, partnerships, joint ventures, vendor contracts and production funding.
- * **Fundraising** -- experience in major donor development, traditional direct mail fundraising appeals, and emerging digital and social media methods.
- * **Leadership & Organizational Development** -- building structures, processes and healthy company cultures that produce accountability and results.

Employment History

CHIEF EXECUTIVE OFFICER – NORTH AMERICA

Empart USA

Denver, CO

2019-Present

Recruited to provide executive oversight and instill best-practice systems for a young charity needing organizational structure and guidance. Head of all North American operations for this global charity providing transformational aid to communities in Asia.

- Grew revenues to record highs in three successive years
- Closed \$1.75 MM in new pledge gifts from personal case load
- Developed and launched a second, ancillary brand to reach a different strata of donors
- Launched Empart's presence and accreditation in Canada
- Overhauled governance, structure and metrics to refocus and scale the organization

PRESIDENT & CEO

Unlimited Grace Media

Peoria, IL

2016-2019

Resigned; recruited by Empart

Served as the first CEO of the new media-based teaching outreach of Dr. Bryan Chapell.

- Created the ministry's startup strategy, branding, infrastructure and governance
- Developed the organization's marketing, media and donor development activities
- Launched a daily radio broadcast heard on 400+ stations in the US and in 71 countries around the world
- Grew donor file to 40,000+ in less than 2 years
- Generated \$2.8MM in initial funding through major donor gifts
- Developed a series of seminary-level online teaching courses and transitioned the ministry to online-based relationships
- Served as interim Managing Director / Executive Pastor of Grace Presbyterian Church

CHIEF OPERATING OFFICER

International Fellowship of Christians and Jews

Chicago, IL

2014-2016

Resigned; recruited by Unlimited Grace Media

Head of all US headquarters operations (functional CEO) for \$155MM international charity that builds bridges of understanding between Christians and Jews, and provides relief and aid to the most vulnerable people throughout the Middle East and Eastern Europe.

- Increased donor revenues and donor counts to record-breaking levels in 2 successive years
- Introduced a fresh, new management philosophy that improved morale and addressed a pending Founder transition
- Reinvigorated a tiring content and publishing program
- Expanded the organization's operations in Australia, Brazil and Korea

CHIEF MARKETING OFFICER

Family Christian

Grand Rapids, MI

2013-2014

Consulting engagement

Recruited by new ownership to provide interim executive leadership for all marketing activities at the largest Christian retail chain in North America, and to expand the company brand into new product platforms.

- Led the communication and branding efforts for the company's transition to a non-profit entity
- Overhauled aging catalog and direct marketing program
- Grew online revenues by 40% during the key Christmas selling season
- Created a special 3-day fundraising event that generated the largest amount of customer donations in the company's history

EVP & CHIEF STRATEGY OFFICER

Focus on the Family

Colorado Springs, CO

1997-2013

Resigned; recruited by ownership of Family Christian

Provided executive leadership to all aspects of a \$145MM worldwide ministry to families. Divisions under my direct responsibility included strategic planning, new business development, research, broadcasting, publishing, Internet, films, television, periodicals, digital media, marketing, brand management, circulation, direct mail, fundraising, licensing, sales and International. Also responsible for two in-house advertising and media placement agencies, as well as physical and online retail bookstores.

Served in these roles during my tenure:

Executive Vice President & Chief Strategy Officer: 2009 - 2013

Senior Vice President: 2008 - 2009

Divisional Vice President: 2007 - 2008

Vice President – Family Ministries: 2003 - 2007

Vice President – Marketing & Publishing: 2002 - 2003

Executive Director & Publisher: 2001 – 2002

Senior Director – Licensing, Brand Management & Resource Sales: 1999 – 2001

Director – Licensing & Brand Management: 1997 - 1999

Director – *Adventures in Odyssey*: 1997

- Tasked with drafting the strategic plan and setting a new course for the ministry following the departure of its founder. Right-sized the organization and eliminated ineffective operations
- Drove the creative and business processes behind numerous new broadcast, online, and publishing initiatives designed to reach young families
- Created and served on the Boards of two subsidiary entities: ReZilientKidz (501 c 3 educational charity) and Pine Creek Entertainment LLC (for-profit family entertainment group) that brought in \$6.5MM in new income
- Led a worldwide brand development initiative that resulted in a comprehensive new global branding and corporate ID program
- Interfaced with 13 foreign offices and served on the organization's International Management Board.
- Served on the ministry's Executive Committee and as an ex officio member of the Board of Directors.
- Named one of Colorado's "40 Achievers Under 40" by the *Colorado Springs Business Journal*.

OTHER EXPERIENCE

DIRECTOR OF MARKETING & NEWS BUSINESS DEVELOPMENT

American Italian Pasta Company – Kansas City, MO

1995-1997

- Led the marketing efforts of this startup organization; it grew to be the largest pasta company in the US and third largest in the world

DIRECTOR & GENERAL MANAGER – Toddler Products

Gerber Products Company - Fremont, MI

1991-1995

- Created the *Gerber Graduates* product line; won a second AMA Edison Award for innovation
- Selected by *Advertising Age* magazine as one of the “Top 100 Marketers in the United States”

SR. PRODUCT MANAGER

ConAgra Foods - Omaha, NE

1988-1991

- Created the *Kid Cuisine* product line; won an AMA Edison Award for innovation

SR. ACCOUNT EXECUTIVE

D’Arcy Masius Benton & Bowles - St. Louis, MO

1987-1988

ACCOUNT EXECUTIVE

Bozell, Jacobs, Kenyon & Eckhardt - Dallas, TX

1984-1987

Educational History

BACHELOR OF FINE ARTS

Southern Methodist University - Dallas, TX

May 1984

Phi Beta Kappa, Magna Cum Laude

Majors completed in Marketing, Advertising, and Radio/TV/Film

44 hours Graduate level / MBA course work in Marketing and Finance

Board Service

EMPART USA

Denver, CO

EMPART CANADA

Toronto, ON

RICHMONT GRADUATE UNIVERSITY

Atlanta, GA

UNLIMITED GRACE MEDIA

Peoria, IL

SHELTER BOX USA

Santa Barbara, CA

FOCUS ON THE FAMILY CANADA

Langley, BC

LENAWEE CHRISTIAN MINISTRIES

Adrian, MI

REZILIENT KIDZ

Colorado Springs, CO

PINE CREEK ENTERTAINMENT

Denver, CO

RESPONDER LIFE

Portland, OR

THE CLASSICAL ACADEMY

Colorado Springs, CO

CARE & SHARE FOOD BANK

Colorado Springs, CO

SPECIAL OLYMPICS OF TEXAS

Dallas, TX