

# CASEY MILLER

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## PROFESSIONAL EXPERIENCE:

<b>INFINITE ATHLETE (formerly Tempus Ex Machina)</b>	<b>Portland, OR 2022 - Present</b>
<i>VP, Strategic Partnerships</i>	<i>October 2023 - Present</i>
<i>Director of Revenue</i>	<i>June 2022 - October 2023</i>
<i>Director of Conference Relations</i>	<i>February 2022 - June 2022</i>
<ul style="list-style-type: none"><li>● As VP, Strategic Partnerships I created and launched the Infinite Athlete Partner Network program as well as our overall growth strategy for our platform business.<ul style="list-style-type: none"><li>○ Created our Infinite Athlete FusionTeam partner program establishing commercial and technical relationships with top companies such as Opendorse, The 33rd Team, Curastory, Slate, Inside Edge, Streamlayer.io, Dizplai, AWS, Optimum Grading, Respo.Vision, Stadion, ScorePlay, VRTL, Gemini Sports Analytics, Encore Fans and many more to enhance their products leveraging our FusionFeed API technology</li><li>○ Created and manage a book of business through Infinite Athlete Partner Network of \$1.5 million in 2023</li></ul></li><li>● I am responsible for identifying, pitching, developing and closing partnerships that generate revenue and achieve other strategic objectives for Infinite Athlete and it's key partners such as the NFL, Pac-12 Conference, Chelsea FC, University of Colorado football, San Francisco 49ers and others also companies in the Infinite Athlete Partner Network Leveraging our technology.</li><li>● Established strategic revenue generating partnerships leveraging Infinite Athlete's FusionFeed technology for various use cases including:<ul style="list-style-type: none"><li>○ Providing NIL video opportunities for Pac-12 athletes with various partnerships with Curastory, Twitter and Opendorse</li><li>○ Partnered with NFL and Pepsi on launching "Playoff Moments" content series using Infinite Athlete's proprietary FusionFeed Technology.</li><li>○ Partnered with University of Colorado football staff and video content team to help their coaches and student-athletes with films study enhancements, improvements to statistics in-game, and for enhanced content opportunities for staff and fans all powered by FusionFeed technology</li></ul></li><li>● Responsible for identifying and evaluating partners and companies for potential acquisition to help drive the strategic direction of growth for Infinite Athlete's technology offering and revenue generation</li><li>● Leveraging my extensive network of relationships and deep industry insights my role as Director of Revenue is to identify ways in which Infinite Athlete's products can add value to different segments of the market, including broadcast/OTT/streaming, clubs/teams, digital/social media, and mobile and console gaming, and others that haven't yet been contemplated by Infinite Athlete</li><li>● As Director, Conference Relations I oversaw Infinite Athlete's conference relationships starting with the Pac-12 as Infinite Athlete's main POC with conferences and ensuring they are getting the most out of all of our products interacting with all key stakeholders from senior leadership at the conference level to senior athletic directors at each university.</li></ul>	<i>October 2023 - Present</i>
<b>TAGBOARD</b>	<b>Portland, OR 2019 - 2022</b>
<i>Director of Platform Product &amp; Business Development</i>	<i>February 2021 - February 2022</i>
<i>Director of Business Development</i>	<i>August 2019 - January 2021</i>
<ul style="list-style-type: none"><li>● Managed all platform strategic and technical partnerships overseeing growth of network partners such as Twitter, Facebook, Instagram, Snap, Reddit, TikTok and others working with their Technical, Global Business Development and Partnership teams</li><li>● Contributed to the definition of Tagboard's overarching product vision and strategy in collaboration with the COO, CTO, Revenue/BD Leadership and the Product/Design/Engineering team.</li><li>● Oversaw research and development and roadmap for Platform, Tagboard Graphics and Tagboard Producer products</li><li>● Oversaw and maintained all platform product improvements and growth revolving integrations</li><li>● Responsible for developing successful new business strategies with partners creating measurable outcomes for each others businesses</li><li>● Grew Tagboard partnerships leads 418% YoY and increased partner total revenue closed by 70% YoY</li><li>● Added several key strategic partnerships to the Tagboard portfolio with data partners including Reddit, TikTok, Sportradar, Conviva, Grabyo and others</li></ul>	<i>February 2021 - February 2022</i>
<b>GRABYO</b>	<b>New York, NY and Portland, OR 2017 - 2019</b>

***Director, Partnerships & Channel Sales******December 2018 - August 2019***

- Oversight of all global technology, distribution and channel sales partnerships for Grabyo
- Developing and managing a pipeline of new business and revenue for Grabyo through third-party partnerships while also finding partners to compliment the Grabyo product suite
- Managed all business relationships with current partners such as Facebook, Twitter, Instagram, YouTube, Snap, aws, Khoros, Brightcove, Comcast Technology Solutions, Singular.Live, Tagboard, Dizplai, Flowics, Make.tv and others
- Added a combination of ten new technology and sales partners during Q1 and Q2 of 2019

***Director, Customer Success******May 2017 - December 2018***

- Oversight of Customer Success, Operations and Account Management team for all Grabyo clients in the Americas region.
- Managing the Americas, Client Services team, I was responsible for overseeing Grabyo's first line customer support and client issue resolution providing ongoing account management and customer success for new and existing clients in the Americas.
- Responsible for product upsells and renewals for all Americas clients as well as oversight of client and trial onboarding training, and support
- Contributed to Grabyo product roadmap prioritization with engineering team and product team

**OMNIGON (Now known as Next League)*****New York, NY 2016 - 2017******Project Owner******March 2016 - May 2017***

- Managed all platform strategic and technical partnerships overseeing growth of network partners such as Twitter, Facebook, Instagram, Snap, Reddit, TikTok and others working with their Technical, Global Business Development and Partnership teams
- Created and managed all scopes of work and change order requests for assigned projects and clients from sales/contract negotiation to execution
- Managed client relationships and was responsible for overall account management, budget and team assignment for project
- Oversaw software development process and acted as primary point of contact for all projects for clients and internal team

**IOMEDIA (Acquired by Ticketmaster)*****New York, NY 2010 - 2016******Ticketing and Integration Lead******April 2015 - March 2016******Senior Project Manager******June 2014 - April 2015******Project Manager******August 2010 - June 2014***

- Managed a team of four project managers and oversaw successful launches of over 105 clients Ticketing Upgrade Process and Purchase process campaigns
- Represented IOMEDIA as the official conduit for all products integrating with Ticketmaster
- Developed POC applications and sites to expand the usage and experiences of IOMEDIA's integration with Ticketmaster and Researched and developed new integrations not related to IOMEDIA / Ticketmaster product suite
- Managed projects from inception to completion of 3D modeled Virtual Venues with sports clients including those from MLB, NFL, NBA, NHL, MLS and NCAA while also managing project assignments for all Project Managers, maintaining calendars and keeping track of project hours and budget

**ADDITIONAL PROFESSIONAL EXPERIENCE*****2006 - 2010******NJSEA - Sales Manager & Group Sales Account Executive******East Rutherford, NJ October 2008 - July 2010******SKY BLUE FC - Ticket Sales Manager******Somerset, NJ May - July 2008******USGA (NY STATE GOLF ASSOCIATION) - P.J. Boatwright Intern******Syracuse, NY May - October 2007******PGA OF AMERICA (NEW JERSEY SECTION) - Golf Management Intern******Piscataway, NJ May - August 2006*****EDUCATION:****SYRACUSE UNIVERSITY****Syracuse, NY*****Bachelor of Science, Major in Sport Management; Minor in Entrepreneurship & Emerging Enterprises******2004-2008*****ADDITIONAL SKILLS:**

- Revenue and Operational Management: Salesforce, G-Suite (Google), Microsoft Office, HubSpot, Zendesk, Google Analytics, Heap Analytics
- Program Management: SDLC (Software Development Life Cycle), Resource Planning, Jira, Product Board, Asana, Confluence
- Production and Technical Skills: Adobe Premiere, Adobe Audition, Adobe Photoshop, Figma, Sketch, SQL, Postman, Catapult, Hudl
- Ticketing Skills: Ticketmaster Archtics, Ticketmaster Host, Ticketmaster Account Manager