**WENDY B. MILLER**

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(617) 523-5135

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**Education**

1999 - present **MIT SLOAN SCHOOL OF MANAGEMENT Cambridge, MA**

Candidate for Masters in Business Administration, June 2001

* Focus: Information Technology and Business Transformation (ITBT)
* ITBT track steering committee – initiating Advisory Board
* Orientation Pilot – team process advisor to first year teams
* Teaching Assistant – Entrepreneurial Marketing
* Sloan Student Senator – active in IT and Activities committees
* Member of Sloan Marketing and MediaTech clubs

1991-1995 **PEPPERDINE UNIVERSITY Malibu, CA**

B.A. in Public Relations, Psychology minor, Dean's List

**Experience**

Summer 2000 **GOTUIT MEDIA Boston, MA**

*SongCatcher Software Product Manager*

* Solidified business plan and presentation used to solicit $5M second round funding
* Managed software user interface and web site design
* Managed beta test of new software product
* Wrote privacy policy, licensing agreement and help files for new software product

1997 - 1999 **GIANT RECORDS (A DIVISION OF WARNER BROS. RECORDS) Los Angeles, CA**

*Radio Promotion and Marketing Coordinator*

* Coordinated efforts of 10 person field team to maintain artist's top 10 status at rock radio, through the release of 4 singles, leading to platinum certification for sales of 1,000,000 copies of album
* Set-up marketing plan for over 15 singles to debut at #1 on respective weekly radio airplay charts
* Managed radio airplay tracking information system
* Established and maintained relationships with over 100 national radio stations and over 20 independent promotion companies to ensure maximum radio airtime for Giant artists
* Negotiated with CFO for allocation of several $200,000 artist promotion budgets
* Reorganized and managed administrative support staff for the department, improving efficiency and reducing overtime pay by 50%

1996-1997 *Sales and Marketing Assistant*

* Coordinated marketing and sales effort through distribution company to maintain artist's sales at #1 on weekly blues chart over 6 months, leading to gold certification for sales of 500,000 copies of album
* Established and maintained relationships with key record store chains and distribution companies to ensure several regional artists debut at #1 in overall weekly sales in local markets
* Managed retail sales information system
* Created system to analyze results of marketing efforts based on sales performance
* Selected to participate on cross-functional product launch team

1995-1996 *Financial Analyst*

* Designed and implemented new accounting and financial reporting system

**Volunteer Work**

1996-1998 **KLOS RADIO Los Angeles, CA**

*Community Switchboard Volunteer*

* Organized annual food and blood drives, raising over $1M each year for local charities
* Compiled and maintained database of community information including charities, help lines, and community events

**Personal**

* Studied International Politics and Art History at Pepperdine University in London, Summer 1993
* Captain of Sloan novice intramural ice hockey team and member of MIT women’s ice hockey club team