

WENDY B. MILLER

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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