### About

Scott Miller is an executive, investor, and advisor inspiring customer-centric business transformation.

Scott served as CEO of Vision Critical from 2012 to 2019, where he led the company's transformation from a technology enabled market research services organization to a world class SaaS business supporting the customer-centric strategies of hundreds of the Fortune 5000.

Scott joined Vision Critical from Synovate, where, as the CEO of North America, he drove industry-leading sales growth. Prior to his North American CEO role, he scaled Synovate's global automotive division following its acquisition of the private Motoresearch business that he joined in 1988.

Scott leads by empowering great talent. He also serves on the board of directors of BERA Brand Management, United Exports Limited, and DataSpeaks. In addition, he is an Adjunct Professor at the Eli Broad College of Business at Michigan State University.

# Articles by Scott



How To Make 2018 the Year of the Customer By Scott Miller February 20, 2018



Vision Critical Talent Fair

By Scott Miller February 18, 2015

# Activity



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This is fantastic. Congrats and thank you Team Doner. Shared by Scott Miller



At elementary-ai, we have been trying to do our bit to support the fight against the Coronavirus. One initiative we have put in place is to apply...

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# Experience



Chairman of the Board, Americas

United Exports Limited Dec 2019 - Present - 11 months Johannesburg Area, South Africa



Adjunct Professor

Michigan State University - Eli Broad College of Business

Sep 2019 - Present · 1 year 2 months



VC Vision 6..... 8 years 7 months

**Board Member** 

Sep 2012 - Present · 8 years 2 months Vancouver, British Columbia, Canada

President and CEO Vision Critical

Oct 2012 - Dec 2019 · 7 years 3 months Vancouver, Canada Area

President & COO, International Businesses Apr 2012 - Sep 2012 - 6 months London, United Kingdom

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Software Marketing Executive . B2B Go-To-Market Strategy • SaaS Product Marketing Dallas-Fort Worth Metroplex



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Director of Product BERA Brand Management Los Angeles, CA



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Ethical Data Advocate, Data Advisor, Senior Director, Tech & Data Analytics New York City Metropolitar Area



Tom DeWitt, Ph.D.

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Scott Miller

GM & Head of Strategy, Home Division at Walmart | Retail eCommerce Leader | Entrepreneur New York City Metropolitan



Area



Scott Miller

Head of Global Partnerships and Business Development at WhatsApp Inc. San Francisco Bay Area



Scott Miller

Principal - Executive Leader & Program Manager | Tech, Engineering, & Military SME High Performance Team Stennis Space Center, MS



Scott Miller

Driven Executive Servant Leader with a Passion to Develop and Mentor Individuals.

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# Board Member

BERA Brand Management

Sep 2018 - Present · 2 years 2 months

Chairman Of The Board DataSpeaks, Inc.

Dec 2019 - Present - 11 months

# Member Of The Board Of Advisors nuaxia

Apr 2020 - Present · 7 months London, England, United Kingdom



# **Board Member**

Veriglif, Inc.

Dec 2019 - Present - 11 months Salt Lake City, Utah, United States



# CEO North America

Synovate

Mar 2010 - Dec 2011 · 1 year 10 months Chicago, IL



# CEO Synovate Motoresearch

Synovate Motoresearch

2003 - 2009 · 6 years

# Education



# Albion College BA · Politicial Science

Activities and Societies: Sigma Chi, Phi Beta Kappa, Mortar Board, Pi Sigma Alpha, Co-Captain Golf

# Groups



Canadian Tech CEOs

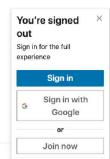
# Recommendations

A preview of what LinkedIn members have to say about Scott:

- " Scott is a great presenter and professor, delivering passion and impact to future business leaders. His focus on innovation, value, and evolving insight intelligence paves the way students think using data and analytics to make the right decisions that others would miss.
- " To me Scott is living evidence that one can be a really nice person and, at the same time a successful business leader. Whatever the opposite is to the 'ugly American' Scott is it. And he is smart too.

3 people have recommended Scott





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