

**Scott Miller** United Exports Limited  
 Chairman of the Board, Americas at United Exports  
 United States · 500+ connections  
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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



It has been a fantastic personal experience to support Ross Wainwright and his leadership team over the past ten months as they have transformed...  
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This is fantastic. Congrats and thank you Team Doner.  
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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...  
 Liked by Scott Miller

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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
- Vision Critical**  
 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

People also viewed

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 Los Angeles, CA
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 Ethical Data Advocate, Data Advisor, Senior Director, Tech & Data Analytics  
 New York City Metropolitan Area
- Tom DeWitt, Ph.D.**  
 Director - CXM@MSU at Michigan State University, President - CX of M - Michigan's Association of Customer Experience Professionals, Podcaster - The Tom and Bob Show  
 Greater Lansing

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 GM & Head of Strategy, Home Division at Walmart | Retail eCommerce Leader | Entrepreneur  
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 Head of Global Partnerships and Business Development at WhatsApp Inc.  
 San Francisco Bay Area
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- Scott Miller**  
 Driven Executive Servant Leader with a Passion to Develop and Mentor Individuals.  
 Grand Rapids Metropolitan Area

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Scott's public profile badge

Responsible for sales, client service and operations in Europe, Latin America, Asia, Middle East & Africa; Responsible for the Global Partner Program.

**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

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**Scott Miller**  
Chairman of the Board, Americas at United Exports  
Chairman of the Board, Americas at United Exports Limited  
Albion College

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## Education

**Albion College**  
BA · Political Science  
1982 - 1986  
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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