
Gregory A. Miller

October 31, 2011

Flagler County Economic Opportunity Council
c/o County Administration
Economic Development Executive Director Search
1769 East Moody Blvd, Building 2
Bunnell, FL 32110

Dear Flagler County Economic Opportunity Council:

I'm writing to express my great interest in the **Executive Director** position with the Flagler County Economic Opportunity Council, therefore I'm enclosing my résumé for consideration.

The opening appears to match my proven 11+ years of successful state/regional/municipality-level economic/business development management experience, and 15+ years of professional senior sales and marketing development experience. In these positions, I've excelled—including generating multi-million dollar sales for clients—by working with partners and businesses alike to expand their outreach both domestically and internationally. I can offer this proven success to the Flagler County Economic Opportunity Council to lead its economic and business development efforts if interested.

My present position (2009–current) as Economic Development Director for the City of Moss Point, MS includes building a department from scratch and formalizing initiatives, strategies, and implementations to position the city for future growth and economic diversity. Before taking the assignment in Moss Point, I performed economic/business development consulting work assisting local/regional and national economic development agencies and affiliated organizations in community/international business development and other similar development initiatives.

I began my successful economic development career working for the states of Florida (Regional Manager, Enterprise Florida, a public-private partnership responsible for the State of Florida's economic development efforts, 1999–2006) and Wisconsin (Economic Development Consultant, Wisconsin Department of Commerce, 2006–2007). In these positions, among many achievements, I've generated over 700 targeted trade leads resulting in \$37.6 million in sales to small and mid-sized businesses. Before entering public service work, I held several highly rewarding private-sector senior management positions in sales, marketing and business development.

By reviewing the enclosed résumé, you'll discover that I'm extremely flexible, and goal-oriented with personal integrity above reproach. You should also notice a passion for serving in a collaborative environment to satisfy multiple groups—compelled to forge partnerships for the betterment of all. I'm also energetic, analytical/strategic thinker, and a natural leader with elevated levels of creativity and initiative. I perform and execute at exceptionally high professional standards and ethics.

Following are some current results applicable to your position, however, additional relevant experiences can be found on the enclosed résumé:

**Current
Feats**

Economic Development Director, City of Moss Point, MS

- *Assisted in a relocation project bringing a \$10 million investment and 80+ jobs. Secured bond financing and navigated through difficult wetlands permit process. Performed all project management while working closely with public officials.*
- *Developing an eco/green industry cluster. Planning includes 400+ acre eco-business park in a brownfield redevelopment. Currently negotiating with three green-related firms (one foreign) to bring 300+ initial jobs and 800+ in five years.*
- *Created a high-power data resource package utilizing GIS software (Business Analysis Online & ARCView/ARCMAP) and other graphics packages. Gather analytical marketing intelligence for competitive advantages. Perform budget administration.*
- *Identified and built comprehensive database of community assets. Assisted in the creation of city's Main Street program.*
- *Formed and sustained relationships with relevant state/regional/local partners/politicians and area real estate developers.*
- *Serve as an ombudsman for local businesses, creating/building consensus for city's long and short-range marketing plans.*
- *Administering seven state/county-issued city planing grants (\$4+ million) including development of city's first nature trail.*
- *Provide technical assistance and similar support to city's Community Development department for enhancement projects.*
- *Versed in state/local incentives and financing. Wrote and implemented new aggressive city tax abatement ordinance.*

I feel my depth of economic/business development successes, paired with consensus partner building and expert marketing practices, would make me an ideal candidate for your exceptional opportunity. Your position clearly connects with me and one I'd like to pursue further.

I'm grateful for your time and consideration in reviewing my qualifications. I look forward to an interview with you and sharing my thoughts on your future economic and business development plans. Please contact me at 228.233.5313 at your convenience.

Sincerely,



Greg Miller

Enclosures: Résumé, References.

Gregory A. Miller

Professional Objective

Seeking a position utilizing 10+ years of state/city-level economic development management experience; proven history in senior sales/marketing/business development successes; Master's degree; and significant expertise in:

- *Business/International Trade Development*
- *Sales Management/Achievement*
- *Strategic Marketing Plan Development*
- *Leadership Management/Public Advocate*

Recent Experience

Economic/Businesses Development and Senior Sales/Marketing Experience (1995–present)

- Economic Dev. Director, City of Moss Point, 12/09–current
- Economic/Business Development Consultant, 8/07–7/09
- Economic Dev. Director, Fox Valley Workforce, 11/07–1/08
- Economic Dev. Consultant, WI Dept. of Com., 5/06–6/07
- Reg. Econ/Bus. Dev. Mgr., Enterprise Florida, 11/99–4/06
- Marketing Mgr., FL Man. Tech Center., 4/99–11/99
- Regional Sales Mgr., National Cinema Supply, 3/97–4/98
- Marketing Manager, Metal Industries, 1/95–9/96

Expertise & Triumphs

Business and International Trade Development

- Work in conjunction with local/regional EDO's and elected officials to stimulate foreign direct investment projects and trade development activities. Conduct research, site visits, and marketing seminars/workshops to promote community growth/expansion and trade pursuits. Integral committee member in area business initiatives.
- Work in partnership with multiple local/regional economic development organizations, numerous area chambers of commerce, universities/community colleges, international organizations, and multi-hundreds of businesses in conducting trade and business development activities in both Florida and Wisconsin.
- Led and organized, in partnership, eight international trade/business development export sales missions producing 707 pre-qualified and on-target trade leads generating over \$37.6 million in new export sales and gaining additional joint-venture agreements, reps, and licensing deals for all participating businesses.
- Generated another \$32+ million in client export sales by organizing other trade events and one-on-one counseling.
- Develop marketing workshops, research/identify markets and provide growth/export strategies to businesses.
- Act as a facilitator connecting local/regional communities and firms into state's economic development initiatives.

Strategic Marketing Plan Development & Implementation

- Developed/managed all aspects of national marketing campaign, generating annual sales of \$40 million.
- Created/implemented dual product sales promotion increasing unit volumes 300% and 800% annually.
- Pivotal contributor in year-long dealer expansion program adding 600+ new reps and a \$12 million sales increase.
- Produced national print ad/promotion adding 21 new accounts and \$450,000 in new sales in only three months.
- With collaboration with manufacturing, successfully developed/launched three new products—two industry firsts.
- Created corporate marketing communications programs, designed/produced in-house marketing materials.

Sales Management/Achievement

- Achieved profitability in three months—company average was 7–9 months—in establishing/managing new branch sales office (responsible for full P & L). Created sales proposals, lead generation, and performed direct sales calls.
- As a new hire, led all corporate sales staff in highest gross sales margin and new account acquisitions.
- Recruited 134+ new businesses to participate in both Florida and Wisconsin export sales missions.
- Conceived/executed sales plan boosting revenues \$1.2 million and a 20% growth rate in four successive years.
- Broke 30+ internal sales records in one year—including largest dollar order ever. Devise innovative sales tactics.
- Within first eight months, topped new client acquisition goals by 266%—selling to top business management.
- Ability to identify targets and overcome objections to secure sales. Able to close the deal, creating a win-win.

Leadership Management/Public Advocate

- Directed a regional office of International Trade and Business Development for Enterprise Florida (Florida's public-private economic development agency) as a single-person field office. Dictate and execute all operations to insure state/local objectives and measurables are met or exceeded. Take initiative to leverage resources.
- Acted as official spokesperson, including development/delivery of presentations to industry/consumer audiences.
- Represent city/state and business in public speaking forums, seminars/workshops, and committee activities.
- A team member who encourages a unified, professional and cooperative business environment to achieve goals.
- Commended by management for consistently surpassing performance measures and in building coalition with community partners and business leaders—providing an example of working for the benefit of local businesses.

Education & References

Master's Degree – Management (emphasis in marketing), United States Sports Academy, Daphne, AL
Bachelor of Science Degree – Business Administration, University of Wisconsin–Green Bay, WI

References and Further Details Furnished Upon Request.

Distant Experience

Quality Filters (Marketing Manager), Enterprise Leasing (Manager), Tanner & Company (Marketing Specialist), Third Pyramid Corp. (Marketing Manager), National Development & Investment (Marketing Asst.), Green Bay Bobcats Hockey (Marketing/PR Director).

Gregory A. Miller

References

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