

BILL MILLER

Pasadena, CA | 909-578-4001 | william.g.miller500@gmail.com | <https://www.linkedin.com/in/william-george-miller>

CHIEF OPERATING OFFICER

Resourceful, entrepreneurial, and mission-focused operating leader with record of achievement in operations, executive sales management, and team training/development. Assesses and mitigates risk, evaluates financial performance, and executes strategies to advance organizational goals and drive revenue. Employs excellent people management skills to establish strong teams, identify high performers, and deploy ideas to deliver results. Provides internal leadership and direction and functions as the public face of the organization, managing internal and external constituencies and stakeholders. Serves as partner and advisor to CEOs, counseling them on aligning vision and strategy and transforming strategy into action.

MISSION-FOCUSED LEADERSHIP: Builds high-performance workplace cultures by ensuring that organizations have clear, well-specified purposes. Leads with empathy, connects to beliefs of others, and crafts goals and challenges that are meaningful and align with mission and vision. Generates excitement and clarity around mission, vision, and roles to optimize performance.

STRATEGIC PLANNING: Leads fundamental decisions and actions that shape and guide the organization. Sets priorities, focuses energy and resources, strengthens operations to ensure employees and stakeholders work toward common goals. Establishes agreement and builds consensus around intended results and adjusts organizational direction to adapt to changing environments.

OPERATIONAL EXCELLENCE: Drives continuous improvement across all aspects of business and within its processes by creating a culture where management and employees are invested in business outcomes and empowered to implement change. Creates and executes business strategies that scale competitive positioning.

TEAM & TALENT DEVELOPMENT: Encourages diversity of thought, open communication, and cross-functional collaboration. Focuses on improving employee experience, aligns talent with strategic goals, and builds high-performance cultures.

PROFESSIONAL EXPERIENCE

SPECIALTY EQUIPMENT MARKET ASSOCIATION (SEMA) | Diamond Bar, CA

2007-2023

***Chief Operating Officer* | 2013-2023**

Led all daily operations of this trade association that serves the specialty equipment niche of the automotive aftermarket. Served as right hand to CEO, functioning as Chief of Staff, and collaborating with executive leadership team to present at board meetings. Managed the performance of a team comprised of 10 vice presidents and oversaw larger staff of 175. Oversaw all trade shows and events, sales, human resources, marketing communications, membership, and international relations. Partnered and collaborated with members to help them realize success.

- Shared account responsibility with CEO to create and implement strategic plan for board approval.
- Created and executed annual \$65M operating budget, presented to board and secured approval.
- Managed logistics and execution of one of the largest annual trade shows in United States, with 2,400 exhibitors and 175K attendees spread over 2.2M square feet of exhibition space.
- Led all due diligence and contract negotiations with vendors, including the Las Vegas and Indianapolis Convention Centers, hotels, and catering, with contract values exceeding \$2.0M.
- Collaborated with CEO to prepare and present at four annual multiday meetings and five to 10 video conference calls with board of directors.

Operations Lead | 2007-2013

Recruited to develop, implement, and manage operations processes and systems to ensure a high level of efficiency and member satisfaction. Analyzed processes and identified areas for improvement, implementing strategies to enhance productivity, reduce costs, and optimize efficiency. Defined and monitored key performance indicators (KPIs), evaluated operational performance, and made data-driven decisions to drive continuous improvement.

- Led due diligence efforts for the acquisition of two competitive trade shows, deals valued at \$10 and \$5M, which added \$12M in member revenue and \$4M net surplus to the organization while reducing member expenses.
- Navigated 2008 financial crisis and kept organization afloat by identifying areas for cost savings without compromising quality or member experience.
- Created new revenue streams to ameliorate decline in membership during 2008 financial crisis; ideated and executed innovative strategies to advance the mission of the organization in the face of global events.

NASCAR/AUTO CLUB SPEEDWAY | Fontana, CA**2000-2005****President**

Served in leadership position with accountability for \$50M P&L for this 550-acre, 92K seat, multipurpose motorsports and entertainment facility. Hosted more than 340 calendar days of activities, including two NASCAR Nextel Cup Series events. Led team of 50 employees and seven direct reports and liaised with both community and local government to increase awareness and secure public funding.

- Cultivated partnership with County of San Bernardino and secured \$2M in public funding for facility lighting and marketing initiatives.
- Led, developed, and motivated team of 50 full-time employees to increase facility usage by 100% and increased the number of spectator events by a factor of 3X.
- Increased attendance by 186% over one-year period by promoting and executing three NASCAR Cup Series events over 10 months.
- Collaborated with sponsors such as Miller Brewing, Pepsi, General Motors, Gatorade, Champion Spark Plug, and Detroit Gasket to ensure mutually beneficial ROI.
- Scaled facility usage revenue by transforming it into multipurpose venue with addition of road course, dragstrip, and karting track, resulting in annual incremental revenue of \$2M+.
- Collaborated with state and local governments to formulate and institute disaster mitigation and business continuity plans resulting in seamless cancellation of the 2003 Champ Car finale in the wake of a wildfire disaster.
- Received recognition from *Los Angeles Business Journal* (2004) as one of Southern California's 25 Most Influential Executives.

EDUCATION & CREDENTIALS**Bachelor of Arts, Marketing**

Ohio University | Athens, OH

Member, Young Presidents Organization, 2000–2009