


# Roy G. Miller

## Strategic Business Communicator

 [LinkedIn Profile](#)  
[www.rgmcomms.com](http://www.rgmcomms.com) | [Writing samples](#)  
P.O Box 2316, Wylie, TX 75098  
903-422-5117 | [roygmiller2@gmail.com](mailto:roygmiller2@gmail.com)

### SUMMARY

- Core strength in business-to-business public relations and strategic communications (external, internal, traditional and digital)
- Multi-industry knowledge and experience (corporate and agency): health care, technology (hardware, software, cloud, managed services, security), e-commerce, financial tech, outsourcing, retail, transportation, etc.
- Adaptable, goal-oriented and inherently motivated to lead, drive and support success of communications initiatives and corporate objectives
- Adept at advancing communications excellence among key audiences: executives, business/channel partners, employees, media, analysts and influencers
- Entrepreneurial spirit that drives business growth and communications innovation/excellence
- Honored to serve as president of the International Association of Business Communicators/Dallas, a 300-member association of professional corporate communicators

### EXPERIENCE

#### **RGM Communications, Dallas**, founder and principal

- Providing expertise and hands-on activities to deliver external/internal communications strategy and tactics, social media, content development, public relations, media relations and more. Content marketing and writing include blogs, social posts, whitepapers, news and marketing materials.
- Serving clients that vary from public companies to small, privately held companies, including Xerox Corp/ (IT/BPO, Internet of Things, health care), Carter Financial Management (finance), Clear Demand (IT/retail), Fujitsu (IT/retail), muv (transportation), Review Med (health care), among others

#### **The TransSynergy Group, Dallas**, vice president of public relations (5 years)

- Established and managed new public relations practice for the agency
- Led PR-focused business development, budgeting, account management and supervision
- Oversaw account team, including copy writers and freelancers
- Instituted and executed strategic communications for clients

#### **Michael Burns & Associates Inc., Dallas**, account supervisor (6 years)

- Generated new business, including agency's largest account; supervised technology account team and worked additional business and health care accounts
- Responsible for strategic planning, media relations, marketing communications, writing and editing, media and analyst tours

#### **Additional Experience**

- VHA Inc., Irving, Texas (health care), communications specialist (internal/external)
- The Dallas Morning News and local PR agencies, freelance writing
- Micronyx Inc., Richardson, Texas (technology/security software), marcom manager
- INFOMART, Dallas, magazine editor/communications specialist

### EDUCATION

- Bachelor's of Science, Journalism/Public Relations and Minors in Marketing and Political Science, University of North Texas, Denton, Texas

(see page 2)

## RESULTS



**Challenge:** The U.K.-based retail technology company had no brand identity or loyalty in North America, despite a decade-long presence.

**Solution:** Demonstrate the company's innovation and technological superiority with a public relations campaign featuring the world's first, fully operational FRIDGE OF THE FUTURE.

**Result:** The Internet-connected refrigerator dominated news coverage at a major trade show, drawing hundreds of editors and reporters to interview Fujitsu executives. The client received global media coverage, including segments on Oprah, ABC World News Tonight, and CNN, plus additional print and online coverage on C/NET, *Good Housekeeping* and hundreds of others.



**Challenge:** After this Fortune 500 company acquired a national IT services firm that offered cloud computing, it needed external support of its marketing communications, including social media efforts. **Solution:** I created the company's social media presence on the topic of cloud computing, including a Twitter account and a cloud-specific blog. I then developed all of the social media content.

**Result:** In the first year, the Twitter site grew from zero to hundreds of followers. More importantly, followers included the industry's most significant influencers and reporters.



**Challenge:** A residential developer was ambushed by a network TV reporter after homeowners filed a lawsuit. Simultaneously, raw sewage was discovered in a nearby stream—a leak from the water treatment facility.

**Solution:** Within two hours, I met with the developer, addressed the media, and provided a written statement that aired on several local TV broadcasts. In addition, I set up an electronic communique with homeowners, which was distributed daily during the crisis and weekly thereafter.

**Result:** Homeowners felt heard, the lawsuit was dismissed, and negative media coverage ended and the developer followed through with its commitment to address concerns. These efforts increased constituent satisfaction rate to 80 percent in year one.



**Challenge:** A company offering turnkey hospital administration services faced increasing competition, including a public company saturating the market with big-dollar advertising and marketing campaigns.

**Solution:** I launched a media relations campaign focused on hospitalist and physician publications, bloggers and influencers, all to leverage the company's physician leaders as authors, story sources and subject-matter experts.

**Result:** The company increased market awareness and market share thanks to an aggressive PR campaign and meaningful editorial coverage.

**REFERENCES** Available upon request

####