

# **Herb Miller**

**Senior Lecturer, Department of Marketing at The University of Texas at Austin, McCombs School of Business**

Austin, TX, US

Sales and marketing, branding, market strategies, personal success and leadership

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## **Biography**

Herbert A. Miller, Jr. is a dynamic educator, consultant and speaker on successful strategies and behaviors in the fields of sales, marketing, and brand management. He researches and lectures on subjects related to sales, sales management, strategic marketing problems, marketing management, international marketing, competitive marketing strategies, customer service, and direct marketing. He has mentored thousands of college students into positive career paths, including chief executives, professional athletes, and elected officials.

Miller is a senior lecturer in the department of marketing at McCombs School of Business, The University of Texas at Austin, teaching both undergraduate and graduate level courses. Previously, he was a project manager for IBM Corporation, and served as the IBM Executive in Residence at UT Austin.

Miller conducts a nationally recognized sales and marketing seminar, Managing Sales Professionals for Performance and has taught sales management, leadership, and marketing strategy for over 14 years. He is also a consultant for many U.S and international companies and entrepreneurs.

Miller is a popular speaker at sales and management conferences on such topics as effective communication, leadership, customer service, business ethics, time management, global marketing strategies and marketing restructuring. A few of the organizations he has worked with are NCH Corp., Blue Bell Creamery, Dell Corporation, The Summers Group, Super Shuttle, General Mills, Neiman Marcus, Macy's, BMW of North America, New York State Bankers Association and many others.

The American Marketing Association recently named Miller the UT Marketing Professor of the Year, and he was awarded the Most Outstanding Professor in the College of Business by Alpha Kappa Psi, a professional business fraternity.

In 2014 he was chosen as one of the top 10 most talented and inspired faculty members at the university by the alumni magazine, The Alcalde. "In Herbert Miller's classroom, you aren't just a student. You're a brand. 'I always tell students they are a product,' Miller says. 'People are watching you; you have to market yourself and your skills to really wow them.'"

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## **Availability**

Keynote, Moderator, Workshop

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## **Industry Expertise**

Advertising/Marketing, Professional Training and Coaching, Direct Marketing, Management Consulting, Corporate Leadership, Education/Learning

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## **Areas of Expertise**

Business Management, Marketing Management, Accounting-Managerial, Marketing Strategy, Personal & Professional Development, Brand & Identity Development and Execution, International Marketing, Sales and Customer Service, Marketing & Branding, Sales Management, Leadership, Customer Satisfaction, Career Success

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## **Affiliations**

Golden Key National Honor Society: Member, Hispanic Business Students Association: Advisor, Rotary Club Camp Enterprise Coordinator for McCombs, Hispanic and Black Students Mentoring Program: Mentor, First Tee of Austin: Board of Directors

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## **Sample Talks**

### **Managing Sales Professionals for Performance**

Miller conducts a nationally recognized sales and marketing seminar, and has taught sales management, leadership, and marketing strategy for over 14 years.

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## **Event Appearances**

### **Keynote Speaker**

American Marketing Association

### **Keynote Speaker**

Golden Key National Honor Society, 1996, 2002

### **Multiple Speaking Events on Sales, Marketing, Career Success and Leadership**

Blue Heron Speakers Bureau 1994-1999

### **Commencement Speaker**

Undergraduate Business School Commencement

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## **Education**

### **The University of Texas at Austin, Graduate Business School**

Coursework Completed Management Development and Manufacturing System Engineering

### **University of Detroit**

MBA Coursework Completed Business Administration

### **University of Hartford**

Bachelor of Science Marketing Management

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## **Accomplishments**

### **Multiple Academic Honors and Awards**

The American Marketing Association recently named him U.T. Marketing Professor of the Year, and he was awarded the Most Outstanding Professor in the College of Business by Alpha Kappa Psi, a professional business fraternity. He is an Honorary Member of the Golden Key National Honor Society and was the Keynote Speaker for the 1994 College of Business Administration commencement.

### **Multiple Professional Honors and Awards**

Miller has received numerous honors such as the IBM Divisional Award for Excellence, the Coach John Wooden Award for Marketing Management Excellence, IBM Big Thinker Awards, and various 100% Club Marketing Achievement Awards.

### **Leadership Austin Graduate**

Austin Chamber of Commerce

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## **Testimonials**

### **David Wenger**

Herb Miller is incomparable as a mentor and guide to literally thousands of undergraduates who count him as their inspiration for grabbing life, and their career, by the horns. He sees marketing and sales as a way of life, not just a profession, and he's one of the least selfish lecturers on this campus.

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