HERBERT A. MILLER, JR.
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EDUCATION

1968	BBA, Marketing - University of Hartford
1975	MBA Program – University of Detroit (completed 48 hours)
1985	Management Development & Manufacturing System Engineering Coursework – The University Of Texas Graduate Business School

ACADEMIC POSITIONS

1994 - Present	Senior Lecturer, Department of Marketing, The University Of Texas at Austin
2006	Guest Lecturer, Milligan College MBA Cohorts, Johnson City, Tennessee
2005	Guest Lecturer, Milligan College Convocation Program, Johnson City, Tennessee
1984 - 1994	Lecturer, Department of Marketing, The University Of Texas at Austin
1984	Assistant to the Dean and Lecturer, IBM Executive In Residence Program, Graduate Business School, The University Of Texas at Austin
1982 -1984	Guest Lecturer, University of Notre Dame and Indiana University at South Bend
1983	Guest Lecturer, Central State University, Wilberforce, Ohio

SERVICE

2012	Faculty Participant in Faculty Panel at Freshman Orientation and Transfer Student Orientations
2011 - 2012	Ambassador for “It’s Your Turn” McCombs Fund Raising Campaign and Video Contributor

2006, 2012	Marketing Department Curriculum Committee
1993 – Present	Supervisor of Numerous Student Independent Studies
1994 – Present	Advised and Counseled McCombs Students Each Semester on Interviewing, Job Selection and Branding Techniques
1994 – Present	Minority Student Mentor and Advisor
1998 – Present	Jester Dormitory Faculty Fellow Mentor Program
2002 – Present	Worked With Career Services As Ambassador to Employers Seeking to Hire McCombs Students
2005 – Present	Establish Internship Programs for McCombs Students
2008 – Present	Developed Marketing and Sports Marketing Internships for BBA and MBA Students, i.e., Nike, RunTex, Ticket City, Russell Korman Jewelers, Formula One Racing
2010 – Present	Developed a Professional Speakers Program for the Marketing Department - Notable Professional Speakers, i.e., Global GM for Nike, CEO's of Ticket City, RunTex, Bazaarvoice, Greater Austin Chamber of Commerce, Standup Paddle Board, Covert Corporation, Southwest Airlines, The Austin Grand Prix
2010 – 2012	Marketing Department Curriculum Review Committees
2010	Faculty Advisor for Student Competing in the State Farm Insurance National Competition on How to Market to the New Millennial Generation Competition Held in Warrensburg, MO
2010	Assisted Marketing Students in Developing Marketing Department Promotional Video
2010	Independent Contributor for Dean's McCombs Energy Center Project
2010	Represented McCombs at the Gallo Winery Faculty Conference, Sonoma, California
2009 – 2010	Served as Personal Mentor to Sam Acho, Business Honors Student Who Graduated With 3.6 GPA and Won the Academic Heisman
2008	Panelist, McCombs Diversity Day Panel

2002 – 2007	Faculty Advisor, Ed Venture Partners Student Projects (Honda, CIA, U.S. State Department, INS, Wells Fargo)
2006	Faculty Advisor and Coach, L'Oreal Brandstorm Project (won 2006 National Brand Storm Competition in New York City over NYU, Wharton, Virginia, BYU – represented McCombs Business School at International Brandstorm Competition in Paris, France)
2006	L'Oreal Brandstorm Competition Semi Finalist Judge - Paris, France
2002 – 2004	Faculty Advisor, Hispanic Students Association
2003	Faculty Advisor for Ford Motor Company's Research Project on Hispanic Market in Texas, Sponsored by Ford and McCombs Business School
2003	Faculty Advisor, National Hispanic Student Leadership Conference
2003	Faculty Advisor, Honda Element Collegiate Challenge ($5,000 Scholarship Awarded to the American Marketing Association McCombs Student Chapter Based on 2nd Place Finish)
1994, 1998, 2001, 2002	Keynote Speaker, McCombs Parents' Day
1998 – 2002	Served as McCombs Representative on the Rotary Club Camp Enterprise Committee
2000 – 2002	Faculty Advisor, Black Students Association
2001	Keynote Speaker, Golden Key National Honor Society Annual Meeting
2001	Represented McCombs at the Ferguson Enterprise Faculty Retreat, Williamsburg, Virginia
2001	Co-Advisor, American Marketing Association
1998 - 2001	Moove-In Faculty Participant
1999 – 2001	Faculty Advisor, Students in Free Enterprise
2000	Panelist, Greek Leadership Conference
2000	IC2 Moot Corp Panelist and Evaluator
1999	Faculty Advisor, Student Independent Study to Research Diplomatic Corps Recruiting at U.S. College and Universities (Awards and

	Recognition from Program Sponsor Ambassador Garza, former Nicaraguan Ambassador)
1995 - 1999	Served on Career Expo Committee
1994 - 1999	Assistant Dean for Student Affairs, McCombs School of Business, The University Of Texas at Austin
1998	Served on University-wide Retention Committee – Hopwood Decision
1994	Faculty Keynote Speaker, McCombs Business School Commencement
1996-1999	Faculty Advisor - Sam Walton Fellow, Students In Free Enterprise Program
1984	IBM Executive Faculty Fellow Program, Assistant to the Dean, McCombs School of Business, The University Of Texas at Austin

AWARDS AND HONORS

2012	Dean's Endowment Scholarship ($125,000) Awarded in my Name (Provided a McCombs Students with $6,500/year Scholarship)
2011	Texas Exes McCombs Professor of the Year
2011	State of Texas House of Representatives Recognition on the Floor of the Texas House of Representatives (House Resolution #1368) in Recognition of the Texas Exes McCombs Professor of the Year Award
2011	Selected to Attend McGraw-Hill Academic Seminar to Present on Advanced Teaching Methods
2010	Honoree at the UT Black Male Summit
2008	Select to Academic Key's *Who Who in Business* - Higher Education
2006	Awarded Top Ten Placement in Japanese Case Competition
2001	Hispanic Business Students' Outstanding Faculty Award
2000	Recipient of the Golden Key National Honor Society Distinguished Medallion Award
1996	American Marketing Association's Professor of the Year

1995	Honorary Member of the Golden Key National Honor Society
1994	Outstanding Professor – Alpha Kappa Psi
1994	Faculty Keynote Commencement Speaker

INDUSTRY PRESENTATIONS

2011	Corporate Branding – Invited to Present to McCombs Development Team's Annual Major Gifts Retreat
2010	Sales Leadership – Invited to Address Bazaarvoice Sales Leadership Group
2010	Branding For Success – Invited to Address Austin Human Resources Roundtable
2010	Sales Leadership – Invited to Present to Gerson Lehrman Group
2009	Motivating Salespeople in a Down Economy – Invited to Present at Annual Sales Meeting of Reprographic Services Association
2009	Personal Branding – Invited to Address Austin Launchpad Job Club
2009	Selling Fundamentals – Invited to Present to Texas Wasatch Insurance Group
2008	Brand Management – Invited to Address McCombs Business Honors Students
2007	Managing a Diverse Sales Force – Invited to Present to Lighthouse Technologies Annual Managers' Meeting
2006	Venti Marketing Case – Invited to Present at Annual Case Competition (Case Was Awarded Top Placement)
2005	Personal Branding – Invited to Address Ticket City Corporation Employee Meeting
1998 – 2003	Managing Sales Professionals For Performance – Executive Education Program
1998 – 2003	Effective Sales Leadership – Executive Education Program

2001	Regional Marketing and Economic Strategies – Invited to Address Westlake Chamber of Commerce
2000	Managing a Sales Team in the Moving Industry – Invited to Address The American Moving and Storage Association (Austin, San Diego, Chicago, Baltimore, San Francisco)
2000	Customer Satisfaction and Sales Development – Invited to Address United Van Lines Moving and Storage Company (Providence, RI)
1998	Retailing Trends and Strategies – Invited to Present at Arboretum Partners' Annual Meeting
1998	Regional Marketing and Economic Strategies – Invited to Address San Marcos Chamber of Commerce

RESEARCH

2010 – Present	Research on Social Media Marketing
2009 – 2010	Research on Branding Techniques and the Value of Brand Name Recognition
2008 – 2010	Research on African American Brand References
2006 – Present	Research on Ethics in Sports Marketing

BOARDS

2010	Diversity Advisory Board, Greater Austin Chamber of Commerce
2001 – 2003	Board of Directors, Rotary Club of Austin
2011 – Present	Board of Directors, First Tee of Austin
1998 – 2000	Board Chair, Believe in Me
2005	Advisory Board, RunTex

INDUSTRY EXPERIENCE

1973 – 1994	Account Manager, Product Planning Manager, Announcement Planning Manager, Sales Manager, Marketing Manager, Customer Satisfaction

	Manager, Customer Insight Program Manager, Marketing Operations Project Manager, Briefing Center Program Manager – IBM
1972 – 1973	Zone Manager, Lincoln Mercury Division, Ford Motor Company
1968 - 1972	Architectural Sales Rep and Account Manager, Armstrong Cork Company