

# HARRY MILLER

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## Objective

### Convey the concept. Motivate action. Make a difference.

- Editorial development, direction, and design of varied information products.
- Full-time involvement or consulting engagements on innovative marketing or publishing projects.
- Web presence messaging, information architecture and overall site production.
- Opportunity to leverage skills and expertise to dramatically impact product quality and customer experience.

## Summary

### Tell the story. Sell the story. Keep the audience coming back and growing.

- More than 25 years experience in product design and management, publishing, and technical editing in the computer and high technology industries.
- Tradition of understanding and meeting or exceeding customer information requirements.
- Consistently drive for and champion best attainable quality.
- Expertise in transforming technical information into high quality magazine, web site, CD-ROM software, video, and training products that result in high customer satisfaction.
- Visionary leader with proven ability to create and implement product concepts through active staff participation and tight operational controls.

## Experience

### Independent Editorial and Marketing Communications Consultant.

Walnut Creek, CA 2008-current

- Offer editorial services running the gamut from copywriting to publication management
- Marketing services and capabilities include simple web content rewrites as well as full messaging platforms, or integrated marketing campaigns
- Bring a sophisticated results-oriented approach to marketing communications

### Web Producer, TomorrowNow, Inc. Pleasanton, CA 2005-2008

- Managed corporate website content, development and production
- Managed the creation of and championed the corporate branding design
- Created new company positioning
- Wrote the corporate brochure
- Managed video editing for streaming video offerings
- Technical producer for WebEx webcasts.

### Independent Web Content Consultant Walnut Creek, CA 1999-2005

- Managed and executed various projects for PeopleSoft's web marketing and corporate positioning teams.
- Produced the PeopleSoft eCenter web site to launch a new application service provider (ASP) business for the company. ([peoplesoft.com/ecenter](http://peoplesoft.com/ecenter))

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## **Editor-in-Chief, Windows NT (Windows 2000) Server Website, Microsoft Corporation** Redmond, WA 1998-1999

- Full responsibility for content of one of Microsoft's most heavily used public web sites.
- Developed and implemented full site redesign and new information architecture to dramatically increase content accessibility.
- Originated and designed new metaphor for presentation of large bank of technical information: the virtual technical conference.

## **Editor-in-Chief, Microsoft TechNet, Systems Professional, Premier**

### **ServiceDesk Websites, Microsoft Corporation** Redmond, WA 1996-1997

- Products and sites designed to deliver plethora of technical information about Microsoft products to IT (information technology) professionals.
- Developed and implemented content mix resulting in increased utilization and positive feedback (retention hits, renewal rates, customer satisfaction and secured customer index).
- Designed, tested, and implemented new information architectures for each product, resulting in easier access to information and services, and more balanced utilization of site resources.
- Instituted program of regular, but informal, customer research about their content needs and their feedback on existing content.
- Improved content quality control by increasing and formalizing article and treatment review process.
- Created Systems Professional web site on microsoft.com that went from 0 to ~450,000 hits per month in 12 months. (This was the first "webzine" on the microsoft.com site.)

## **Editor-in-Chief and Group Manager, Microsoft TechNet,**

### **Microsoft Corporation** Redmond, WA 1996-1997

- Substantially exceeded profitability goals, increased circulation, improved efficiency.
- FY95 profit = \$2.7MM compared to budgeted \$1.0MM loss. Better than doubled revenue plan, reduced expenses by 33%, while maintaining product quality and customer satisfaction.
- Increased TechNet circulation from 21,000 (~9,000 paid) to over 100,000 (~45,000 paid).
- FY96 increased profit to \$3.9MM.
- Expanded distribution from direct-only to include the reseller and retail channel.
- Drove creation of international supplemental product resulting in dramatic increase in international sales.

## **Marketing and Public Relations Consultant, Harry Miller & Associates**

### Walnut Creek, CA 1990-1994

- Provided strategic and tactical direction and planning for small businesses in the personal computer industry.
- Specialized in visual arts: electronic publishing, video editing and production, presentations technologies.

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## **Corporate Editor/Director of Strategic Projects, PcW Communications** San Francisco, CA 1987-1988

- Planned, positioned, and designed innovative, user-oriented products that diversified the company's product line to include video training and on-line publishing.
- Served as Executive Producer for well-received video training products that combined conceptual and procedural instruction while demonstrating common business tasks.
- Designed and prototyped an online system that minimized connect time interactions to reduce user cost and increase ease-of-use while maintaining flexibility and comprehensive information access.
- Developed, planned, and prototyped the first magazine devoted exclusively to Windows computing.

## **Editor, PC World Magazine, PcW Communications** San Francisco, CA 1983-1987

- Full responsibility for editorial content of national, business-oriented computer magazine during a period of rapid industry change.
- Managed staff of 25 editors and assistants and annual editorial budget of \$800,000.
- Doubled circulation and maintained high renewal rates during 4½ year tenure.
- Established higher standards of journalistic quality by increasing editorial reviews for quality control and introduced independent lab tests for new products.
- Repositioned magazine as solutions-oriented by evaluating product performance on real business tasks and by emphasizing how-to articles.
- Redesigned magazine content and format, establishing new sections and article types, broadening topical coverage, and providing shorter, more readable articles.
- Developed technology assessment and PC industry forecast for company's strategic planning group.
- Initiated formal mentoring and "Acting Editor-in-Chief" programs to train and develop staff and improve morale and productivity.
- Established unblemished record of meeting project budgets, schedules, and deadlines by imposing more effective monitoring systems.

## **Previous Experience** San Francisco, CA 1977-1982

Five years experience in technical editing and writing, creating training systems, conferences, seminars, manuals, and workbooks, as well as promotional material. Produced user and system documentation for computer systems of all sizes. Representative employers and clients include Lawrence Berkeley Laboratory, Institute of Public Administration, Tymshare, Computer Applications of Berkeley, and Webster, McEvoy and Associates.

## **Education**

Antioch University — B.A., Environmental Design