CRAIG MILLER
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## Professional Positions

**Associate Professor of Instruction** **9/2024 to Present**
**Texas State University/McCoy College of Business** **San Marcos, Texas**

**Lecturer** **9/2016 to 9/2024**
**Texas State University/McCoy College of Business** **San Marcos, Texas**

- Full-time faculty position within the Department of Marketing. Course Instructor for Marketing Management (MKT4337), International Marketing (MKT4310), Consumer Behavior (MKT3350) and Principles of Marketing MKT3343. Also, active participant in New Business Startup training workshops for students across the University (Ignite). As of Summer 2023, appointed Faculty Advisor the Texas State University AMA (American Marketing Association) which is a student member organization.

**Director/Chief Sales & Marketing Officer** **2010 to 9/16**
**WIKA** **Germany**

- Responsible for Sales, Marketing, Service and Business Development of leading supplier of pressure and temperature instrumentation for a variety of industrial and process industries. WIKA is a German corporation headquartered in Klingenberg, Germany with operations around the world.

**EVP/GM** **2005 to 2010**
**Key Technology** **Walla Walla, WA**

- Responsible for Aftermarket and Pharmaceutical Divisions.
- Manufacturer of Machine Vision and Automated Processing Systems for industrial, agricultural and pharmaceutical industries.

**President/CEO** **2003 to 2005**
**Solance Technologies** **Seattle, WA**

- Startup software company composed of five owner/founders.
- Developed automated software platform for technical/electronic applications.

**VP – Sales/Marketing** **1984 to 2003**
**Fluke/Danaher Corp.** **Everett, WA**

- Joined Fluke as GM for Intercon Region (Asian/Pacific, Latin American and Canada. Served as Managing Director of Fluke Asia Limited for 3 years based in Hong Kong. Later relocated to Europe with same responsibilities for EMEA region.
- Appointed VP of Worldwide Sales & Marketing in 1995.

**Sales/Marketing/Product Development/General Management**
**1972 to 1984**
**Tektronix Corp.** **Beaverton, OR**

- Held positions of sales, marketing, product development and general management for both U.S. and International organizations.

## Education & Associations

**Bachelor of Science** **University of Oregon (Eugene)**
**Master of Business Administration** **Portland State University**
**Master of Electrical Engineering (Not Completed) Oregon State Univ.**
Numerous courses in electronics, software, professional sales, post-graduate business, selling channels, strategic planning, project management, Kaizen continuous improvement and Danaher Business Systems and others

- Texas State University – San Marcos, Texas
  - International Business Advisory Council – Board Member
  - Adjunct Instructor (Digital Marketing and Technology)
- Washington State China Relations Council – Board Member
- Washington State Council for International Trade – Board Member

## Professional Experience

### Sales and Marketing Management

Responsibilities for product development and new product roadmaps, marketing programs, brand management, pricing and positioning on a global basis, international and domestic sales, business strategy and plans, sales channel development, identification and integration of acquisitions and strategic partnerships, transition to digital marketing, establishment of international

subsidiary/regional centers and overseas assignments/experience in Europe and Asia.

## New Business Development

Leadership roles in identifying and developing new businesses in the pharmaceutical, software, electrical, communications and electronic instrumentation markets. Ongoing leadership and management roles, from new business startups through ramp-up phases involving both organic and acquisition expansion.

## Aftermarket and Services

Led the development of new programs to dramatically grow revenue and margin for the Aftermarket. Programs included system upgrades, online customer training, remote diagnostics and service, extended warranties, on-site training and installations services, parts programs and calibration services. More than doubled Aftermarket revenues within 4 years for one company.

## Strategic Alliances and Acquisitions

Led or participated in over 15 acquisitions and three large-scale strategic alliances. Acquisitions and Alliances were driven by technology, sales channel/territory coverage, new business segments/development and market share expansion.

## International Management

Over 30 years of experience working with and managing international operations in Asia/Pacific, Europe and Latin America including sales, marketing and service. Responsible for subsidiary and regional P&Ls, in addition to achieving goals for revenue and profit growth targets and market share expansion.

## Strategic & Operational Planning and Improvement Processes

- Fluke – Danaher Business Systems training and usage in strategic plan development and operational reviews.
- Key Technology – training by Next Level Partners in Strategy and Goal Deployment Process.
- WIKA – multiple Kaizen projects focused on sales, marketing and service.
- Multiple consulting projects with focus on sales channel development, management and new market penetration.