

Richard M. Miles

Boston, MA
617-771-1212
rmmiles@mac.com



Current as of October 2011

CHRONOLOGY

Acumen Strategic Communications — Managing Partner, Boston, 2003–Present

Creates increased efficiency and effectiveness of communications programs by providing analysis, planning, and execution of deliverables for companies ranging in size from start-ups to global market leaders and in industries from banking to tech. Works closely with senior teams to unify messaging across multiple stakeholder audiences; integrates digital and analog programs; and provides ongoing analysis and enhancement to achieve continuous improvement of communications strategies.

GenRad — Vice President, Global Communications, Boston, 1999–2002

Managed global marcom, employee communications, investor relations, and advertising programs with staffs in North America, Europe and Asia. Refocused and consolidated internal and external communications programs. Improved market coverage and sales support; reduced strategic communications costs. Expanded investor relations activities in the US and Canada; achieved broader institutional ownership.

General DataComm — Director, Corporate Communications, Middlebury, CT, 1997–1999

Developed positioning and communications strategy to support corporate turn-around and resulted in a threefold increase in stock valuation. Created messaging strategies for customer and financial stakeholders to redirect attention to broadband, VoIP, and network access products. Reduced communications costs; enhanced communications scope and effectiveness; and expanded communications outreach in North and South America.

Aegis Communications Group — Principal, Indianapolis, 1995–1997

Provided consulting services for direct marketing, media relations, Web development and product launches. Executed metrics-driven B2B communications programs for Avid Technology, a digital video technologies company; and led business case and Web development team for Medi-Span, an interactive pharmaceutical database firm. Developed software product launch strategies for Dun & Bradstreet Software.

BellSouth Telecommunications — Director, Communications, Atlanta, 1992–1995

Developed and managed integrated communications strategies for regional introduction of new technologies and products among nine states and four business units. Developed and executed regional stakeholder “grassroots” legislative initiative, and developed a unified issues management program. Managed regional media relations and was primary regional and national media spokesman. Presented with the BellSouth Chairman's Award for excellence in constituent relations.

Southern Bell Telephone — Operations Manager, Public Relations, Atlanta, 1988–1992

Developed and managed integrated employee, consumer, B2B, and regulatory communications programs that delivered consistent and mutually supportive messages. Managed local, national and trade media relations; served as primary company spokesman.

Earlier experience

Southern Bell District Manager-Public Relations, Atlanta

Managed employee and public communications programs and media relations.

The Atlanta Constitution, Reporter and Section Editor, Atlanta
Covered business and general assignment news; edited weekly entertainment section.

Turkish Ministry of Tourism, Associated Editor for English Publications, Ankara
Wrote, translated and edited tourism materials for distribution among English-speaking markets.

The Birmingham Post-Herald, Reporter
Covered general assignment news; edited weekend state edition pages.

EDUCATION

University of Alabama, Tuscaloosa, BA, Journalism-English
University of Texas, Austin, Peace Corps Curriculum, Turkish language training

AWARDS & RECOGNITION

Apex Award for Publications Excellence, Brochures
Apex Award for Publications Excellence, Logotype and Publication Nameplate
BellSouth Chairman's Award, regional constituent relations program
Gold Mercury International Astrid Award, Brochure
Gold Mercury International Astrid Award, Single Publication
Golden Flame Award, IABC-Atlanta, Campaign
Honorable Mention, IABC national, Multi-Page Printed Communications
Honorable Mention, Women in Communications-Atlanta, Single Publication,
Silver Flame Award, IABC national, Multi-Page Printed Communications
Silver Mercury International Astrid Award, Multi-page publication
Society of Professional Journalists Chapter of the Year (Atlanta Chapter)
Southern Bell President's Team Award, Democratic National Convention media program

MEMBERSHIP — CURRENT

National Investor Relations Institute
New York City Press Club
Public Relations Society of America
Society of Professional Journalists, past president and other positions, Atlanta Chapter

MEMBERSHIP — PAST

Atlanta Ballet, Board of Directors
Atlanta Press Club
Berry College, President's Advisory Board
Georgia Association of Broadcasters
National Academy of Television Arts and Sciences
Radio & Television News Directors Association