

## Application Form

### Profile

Meg

First Name

Miller

Last Name

Middle  
Initial

Email Address

Home Address

Suite or Apt

City

State

Postal Code

### What district do you live in? \*

☒ District 5

Primary Phone

Alternate Phone

CHESS HEALTH

Employer

VP of Marketing

Job Title

**Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.**

**The Vacancy page can be found here:**

**[VACANCIES](#)**

### Which Boards would you like to apply for?

East Tosa Business Improvement District (BID) Board: Submitted

Question applies to East Tosa Business Improvement District (BID) Board

### **Please note the following requirements for membership on the East Tosa Business Improvement District (BID) Board:**

- 1)** If an applicant is not a Wauwatosa resident within the Tosa East Towne, Inglewood Heights, Pabst Park, Olde Hillcrest, or Washington Heights neighborhoods, the applicant must own property or operate a business within the BID
- 2)** If an applicant does not own property or operate a business within the BID, they need to be a Wauwatosa resident within the Tosa East Towne, Inglewood Heights, Pabst Park, Olde Hillcrest, or Washington Heights neighborhoods

Question applies to East Tosa Business Improvement District (BID) Board

### **Please select which of the following applies to your status with the East Tosa Business Improvement District: \***

☒ Residential Property Owner

Meg Miller

Question applies to East Tosa Business Improvement District (BID) Board

**If you are a property owner (residential or commercial) within the East Tosa BID, please provide the address of your property.**

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[REDACTED]

Question applies to East Tosa Business Improvement District (BID) Board

**If you are a business owner within the East Tosa BID, please provide the address of your business.**

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## **Why are interested in joining this Board, Committee or Commission?**

[Meg\\_Miller\\_Dec\\_2025.pdf](#)

Upload a Resume

If you have issues uploading your resume, email it to Misty Richey at [mrichy@wauwatosa.net](mailto:mrichy@wauwatosa.net)

If you need to send your resume separately, complete the remainder of the application, save it, and we will submit both the application and resume for you.

## **Please tell us about yourself and why you want to serve.**

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I have lived in this neighborhood for over twenty years and love what we have while seeing even greater potential. I'd like to support the BID's initiatives to make the East Tosa community more vibrant and better connected between residential and commercial areas. I have been a dedicated volunteer committed to the success of the region - helping establish it as a destination and laying the foundation for the neighborhood it is today. I have both participated in and led efforts toward this goal, working effectively and collaboratively with business and property owners to bring about these successes. I would be honored to support the BID's efforts in future initiatives.

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## **Demographics**

[REDACTED]

Date of Birth

Once you submit your application, check [here](#) for the Common Council agenda that has your appointment or reappointment. It may be possible that it will be on future agendas and not on the next upcoming meeting date agenda. This will be how you know if you have been appointed or reappointed.

# MEG MILLER

## MARKETING EXECUTIVE

Results-driven marketing executive delivering revenue-generating outcomes through strategic thinking, data-driven marketing, and customer-centric product evolution. Skilled in strategy, business development, branding, communications, product marketing, and go-to-market execution. Proven cross-functional leader in collaboration, product strategy, life-cycle management, brand marketing, sales enablement, and marketing operations. Recognized for can-do attitude, innovation, and infectious enthusiasm.

## CORE COMPETENCIES

- |                                      |   |                                  |
|--------------------------------------|---|----------------------------------|
| • Strategy Development and Execution | • Positioning, Training, and Release Management | • Critical Thinking              |
| • Data-Driven Decision Making        | • Branding                                      | • Creative Problem Solving       |
| • Go-To-Market Strategy              | • Project Management                            | • Cross-Functional Collaboration |
| • Workflow Optimization              | • Team Development & Leadership                 | • Partner Development            |
|                                      |   | • Voice of Customer              |

## PROFESSIONAL EXPERIENCE

**CHES Health** Rochester, NY

**Vice President, Marketing** (Aug 2023 – Present)

- Lead multi-channel marketing initiatives driving 43% of FYCV in closed-won sales, with 50% of annual revenue tied to primary marketing campaign attribution
- Led operational excellence initiative consolidating four key functions under marketing and establishing a unified system of record across all departments, automating processes, and incorporating comprehensive reporting, resulting in an 85% increase in documentation within six months and improved cross-organizational efficiency and transparency
- Spearheaded organizational rebranding to align market positioning with growth strategy, establishing and gaining organizational adoption of market-responsive approach that optimizes ABM strategies and go-to-market execution
- Increased share of voice by 10 percentage points over 12 months, achieving 29% market share of voice as of June 2025
- Developed and implemented a focused market segmentation approach to increase market awareness, creating 120+ high-impact content pieces, including 12 case studies in 12 months, resulting in increased website traffic, 30% increase in on-site dwell time, and 51% MQL-to-SAL conversion rate
- Refocused marketing organization to support the complete customer lifecycle from awareness through adoption and utilization, establishing informal customer advisory board (CAB) to capture market insights and guide strategy, with recent approval to formalize integrated GTM and CAB approach
- Executed comprehensive go-to-market strategy for new product launches, including pricing, positioning, internal enablement, and sales enablement, resulting in deployment across 77 locations with 16 sites within a 12-month period.

**WebMD Ignite** New York, NY

**Vice President, Product Marketing, WebMD** (2021 – Aug 2023)

- Integrated product portfolio and operationalized cross-functional sales strategy for multiple acquisitions.

- Led growth strategy and execution of clinical solutions for hospitals and health systems, as well as payer and government overall strategy, resulting in a \$70M annual contract value (ACV) line of business.
- Accomplished the launch of two products and enhancements within six months, contributing to over \$200,000 ACV and \$1.8M in total contract value (TCV) to date.
- Developed and implemented a new volume-based pricing model, aligning it with market conditions and driving increased profitability.
- Managed strategic content partnerships, accounting for one-third of the content offering, positioning the division as the top comprehensive content partner, and generating an estimated \$1.7M ACV from additive partner content.
- Devised sales, marketing, and customer success training strategies to reposition the portfolio for expanded sales at the C-level.
- Built and led a high-performing team, fostering collaboration and driving success in product marketing initiatives.
- Developed and implemented a streamlined implementation process, ensuring efficient and effective execution of product strategies.

#### **The Wellness Network, Pewaukee, WI**

*Acquired by WebMD in 2021*

#### **Vice President, Content & Marketing, The Wellness Network (2014 – 2021) \***

- Pivotal role in executing the sale of the company; actively involved in due diligence efforts, and strategic positioning to showcase the company's potential for growth and profitability. The successful outcome of the sale reflected the effectiveness of my strategic planning, meticulous execution, and ability to create a compelling narrative that resonated with potential buyers.
- Identified and executed growth strategies that led to a 51% increase in revenue between 2016 and 2021.
- Played a pivotal role in executing the sale of the company, actively involved in due diligence efforts and strategic positioning to showcase the company's growth potential and profitability.
- Identified and executed growth strategies, resulting in a remarkable 51% increase in revenue between 2016 and 2021.
- Drove product innovation by articulating business requirements, transitioning the company from service-line to higher-value enterprise sales. This led to a 200% increase in annual contract value (ACV) through repackaged solutions and an expanded product portfolio.
- Developed and launched unified products and messaging, successfully operationalizing workflow from three acquired companies.
- Achieved an 80% increase in sales leads, driving business growth.
- Streamlined and unified content workflow post-acquisition, enhancing operational efficiency.
- Secured and managed strategic partnerships to drive brand positioning and extend product value.

*\*Promoted from Manager to Vice President, reporting to the Board in 2016*

#### **GEM Strategies, Wauwatosa, WI**

#### **Founder & Principal Consultant (2009 – 2014)**

Strategic and content marketing services for B2B and non-profit community service-focused organizations. Focused on brand development and positioning and improving marketing lead generation and conversion through buyer journey-centric strategy and content. Clients include The Wellness Network (later hired full time), Wauwatosa Village Business Improvement District, Active Across America

#### **National Association of Health Education Centers, Milwaukee, WI**

#### **Director, Marketing, Advocacy & Outreach (2005 – 2008)**

- Led marketing, advocacy, and outreach efforts for a nationwide organization supporting 100+ community-based health education centers.
- Drove national legislation advocacy initiative to establish an Office of Coordinated School Health in collaboration with the Friends of School Health Collaborative.

- Managed member-based committees, overseeing membership, communications, professional learning, and advocacy to achieve organizational goals.
- Directed comprehensive communications, marketing, advocacy, and outreach initiatives at both local and national levels.
- Monitored and supervised all external and internal communications, event management, advocacy activities, and collaborative partnerships.

## ADDITIONAL EXPERIENCE

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### **Froedtert & the Medical College of Wisconsin**

Manager, Community Health Outreach & Education

### **Ledger Bank**

Manager, Marketing & Sales

### **Hyatt Regency**

Manager, Corporate, State, and National Association Sales

### **Vail Resorts**

Representative, International Marketing & Sales

### **United Nations, New York, NY**

Intern

## EDUCATION

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University of Wisconsin-Madison

Madison, WI

Bachelor of Arts, International Relations, Scandinavian Studies, and Political Science

University of Copenhagen

Denmark

International Business and Human Rights Law (Semester Abroad)

## PROFESSIONAL DEVELOPMENT

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- Choose People Leadership Training and Communications Course
- Product Marketing Alliance, Core Certification
- Business Analysis Certification, Business Analysis & Project Management, University of Wisconsin-Milwaukee
- National Prevention and Health Promotion Summit, Washington DC
- Improving Community Health through Policy, Marshfield Health Lifestyles Program
- Certificate in Leadership & Management, Marquette University

## COMMUNITY SERVICE

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- VP Marketing (volunteer role), Board Member, Wauwatosa Historical Society (current)
  - Liaison, AFS Intercultural Exchange Program (current)
  - Volunteer of Excellence, Girl Scouts of America
  - Committee Member, City of Wauwatosa Ad Hoc Marketing Committee
  - Leadership Team, Milwaukee Childhood Obesity Prevention Project
  - Board Member, Wauwatosa Chamber of Commerce
  - East Tosa Alliance, Board Chair & Founder
  - Susan G. Komen Breast Cancer Foundation, Board Member, Milwaukee Affiliate
  - Children's Programs Director, Freestyle & Men's Alpine World Cups