

# CAROLYN S. MILES

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## EXPERIENCE

### 2020-current

*Advisor to the Dean and Executive Fellow, University of Virginia Darden School of Business*

*Bayer AG - Member Global Sustainability Council*

**Virtual**

- One of 8 global experts chosen for inaugural Sustainability Council to advise this large German agricultural and pharmaceutical company on Sustainability Plan. Working directly with CEO (also Chief Sustainability Officer), senior management team and Board. 3 year commitment through 2023.

### August – November 2020

**Virtual**

*Professor of Practice, Maxwell School of Citizenship, Syracuse University*

- Fall Semester 2020 – Taught Humanitarian Action course to 25 graduate level students virtually. Outstanding student assessments both mid-term and end of semester.

### 1998–Jan 2020 Save the Children

**Fairfield, CT**

*President and CEO - September 2011-January 2020*

- Led US member of world's leading, child-focused NGO, part of global Save the Children movement. The Save the Children movement reached more than 130 million children in 2019, leveraging almost \$2.2Bn in resources, with 40% from the US Member. As leader of SCUS, drove growth in programmatic impact for children globally in health, education, and protection. Grew revenues consistently (6% growth per year last 8 years, 40% since 2011) from wide variety of sources, acting as a leading voice on advocacy and policy initiatives, and working to attract and retain world class staff. Management of 1,500+ staff, including large programmatic team in the US. Operating budget 2019 at \$825M, including a historic 100<sup>th</sup> anniversary \$120M capital campaign. Seven direct reports including ½ Senior management team, innovation and girl's/gender leads.
- Represented Save the Children as chief fundraiser for corporates, foundations, and high net worth donors. Drove diversification of revenues, especially on the corporate and high net worth fronts. Represented the organization in large variety of public fora including industry panels and events, as industry expert in various corporate-facing events, in extensive media interviews in TV, radio and print, and as a frequent speaker at the UN representing Save the Children.
- Represented the NGO community in US through variety of external leadership roles – Co-chair of US Global Leadership Campaign (advocacy coalition of NGO, corporate, and military leaders), past Co-Chair of the Modernizing Foreign Assistance Network, an advocacy group of leading NGO's and think tanks, and Chair of Interaction, an industry group of 160 US based global NGO's. Also served on Uva Darden School of Business Board and Save the Children Boards.
- Recognized in 2015 by *Fortune* magazine as one of top 50 global leaders in the world, inducted into CT Women's Hall of Fame 2015. Awarded the Daniels Humanitarian award by VMI in

2018 in honor of alumni Jonathan Daniels who gave his life standing up for civil rights in 1965. Other awards include the Avenue Altruism award in 2018 and the Maxine Platzner Lynn Women's Center award in 2017.

- Represented Save the Children US as largest member inside Save the Children global movement, serving on CEO Steering Group and wide variety of working groups and efforts to maximize the impact of the global movement, drive continuous improvement in our ways of working for children. Key role in developing the Ambition 2030 strategy, 2016-2018 and 2019-21 global workplans and leading global innovation, girls and gender campaign, and health and nutrition initiatives for the global organization
- Extensive travel to field programs around the world to 90 + countries and in the US, often with Board members and donors, as well as extensive travel inside the US to represent the agency, visit donors and partners. Averaged 65% travel.

*Executive Vice President and Chief Operating Officer – July 2004 – Sept 2011*

- Responsible for all day to day operations including programs, fundraising, advocacy, marketing/communications, HR, finance, IT and legal functions of Save the Children global operations. Managed 8 direct reports and 13 member senior management team. Organization experienced double digit growth 2004-2009 and in 2010, revenues were over \$540M from diverse range of sources including governments, corporations, individuals, and foundations. Responsible for operations in 50 countries with 46 country offices worldwide as largest member of the Save the Children Alliance.
- Developed, managed agency strategic plan (2008-2012). Drove accountability and measurement process throughout the organization to ensure that all efforts measured and tracked against the plan. Reported to the Board on plan progress as well as key strategic initiatives.
- Drove Save the Children first truly global strategy as one of key senior Member staff, resulting in major transition of the global movement and the development of Save the Children International. One of the key architects in the creation of Save the Children International.
- Recruited to serve on two external Boards – Blackbaud, leading supplier of software and services to the non-profit industry and UVA Darden School of Business

*Vice President Marketing/Managing Director Sponsorship – May 2003 – July 2004*

*Managing Director Sponsorship – Jan 2003—May 2003 (Acting capacity March 2002—Jan 2003)*

*Assoc. Vice President– Sponsorship Marketing – Jan 1998 – March 2002*

- Built and managed new strategy for sponsorship, leading a highly-functioning cross-agency team to engineer a turnaround in this core business. Significant impact on programs reaching an estimated 500,000 children and their families around the world with move to more focused program portfolio and increased resources.
- Responsible for generating and managing \$28M in sponsorship revenue, \$3.5M in undesignated revenue in FY 2004. Responsibilities include direct management of marketing, servicing, and field office support staff.
- Designed and led initial branding effort for Save the Children involving key Board Member participation and engaging top branding talent on pro-bono basis to bring much needed focus on rejuvenating the STC brand.

- Staff management of 40 with 4 Director level reports. Staff included marketing, donor services, field office support, and administrative staff.

**1997-1998 International Customer Loyalty Programmes**

*Senior Consultant, Westport, CT*

*Regional Director, Hong Kong*

- Managed all Northeast business for ICLP's US operations. Built new client base as well as managed existing clients.
- Key executive for start-up Hong Kong office of this London-based loyalty company.
- Grew and managed office staff from 5 to 27 including account management, data processing, production depts. Grew revenues by 15% in 6 months.

**1994-1996 Pacific Coffee Company**

**Hong Kong**

*Marketing, Sales, Advertising, and Public Relations Director*

- Joined start-up gourmet coffee company as 2<sup>nd</sup> executive to create all marketing, advertising, and retail promotion programs, co-manage company with founder.
- During tenure, number of stores grew from 1 to 7 and expanded to include wholesale business. Revenues grew by 10X. Business sold in 2005 for \$21M to Chinese investor.

**1991-1993 American Express Travel Related Services**

**Hong Kong**

*Director – Regional Service Establishments*

- One of 9 staff chosen globally to re-locate overseas in high-potential employee development program.
- Launched and managed first Pan-Asian airline mileage program for AMEX across 4 countries. Response to launch was 150% above projections and had significant impact on AMEX Asian business results.
- Responsibility included management of 5 staff, negotiation with airlines, and coordination of financial analysis, development and implementation of marketing plan including co-op advertising, direct mail, and public relations.

**1988-1991 American Express Travel Related Service**

**New York, NY**

*Assistant Manager/Manager/Senior Manager*

- Managed launch of new Membership Savings product through direct mail, TV campaign.
- Managed retention program for 400,000 student Cardmembers. Projects included development of an in-house magazine, management of airline loyalty program, direct mail programs.

**1983- 1986 FMC Corporation**

**Indianapolis, IN**

*Sales Representative*

- Managed 3 state territory. First female sales rep in this Midwest region

## EDUCATION

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1986-1988 University of Virginia, Darden School Charlottesville, VA

- MBA, Concentration in Marketing.
- Vice President Marketing Club, Social Club Section Rep.

1979-1983 Bucknell University Lewisburg, PA

- BS, Animal Behavior
- Psi Chi Honor Society, Vice President, Alpha Chi sorority

## INTERESTS

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My three children, international travel, gardening, local volunteering, exercise

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