

GENE RODRIGUEZ MILLER

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SUMMARY

Enterprise communications executive leading PR and communications strategy in telecom, healthcare, real estate and technology. Advises C-suite leaders on media relations, crisis management, M&A and SEC communications in PE-backed and public environments. Proven track record building communications centers of excellence (COEs), advising C-suite and senior leaders and driving proactive storytelling that accelerates commercial growth and protects corporate reputation. Deep expertise in media relations, executive communications, crisis and issues management, stakeholder engagement and cross-functional collaboration across marketing, legal and agency partners. Former on-camera broadcast journalist.

Media Relations | Executive Media Training | Strategic Messaging | Earned Media Placement | Crisis & Issues Management
Ghostwriting & Thought Leadership | Spokesperson Representation | Rebranding & Repositioning
Communications Governance & Policy Development | Corporate Narrative Development
M&A & Transaction Communications | Digital & Social Media Strategy | Agency & Budget Management

EXPERIENCE

GENE RODRIGUEZ MILLER ADVISORY, Carmel, Indiana

Founder & Principal / Fractional Communications Advisor, 2026-Present

- Presides as independent fractional communications and PR advisory serving PE-backed and high-growth organizations.
- Founded independent advisory delivering fractional public relations, crisis and corporate communications counsel to PE-backed and high-growth companies.
- Provides offerings spanning media relations, strategic messaging and communications, media pitching and earned media placements and corporate organic social media strategy.
- Provides executive media training and thought leadership / ghostwriting services as extensions of advisory practice.
- Draws on 15+ years of enterprise corporate communications and PR leadership to advise clients on corporate narrative, crisis preparedness and executive positioning.
- Leverages comfortable on-camera presence and experience serving as company spokesperson to offer on-camera and voice-over talent for any audio and video production projects.

BRIGHTSPEED, Charlotte, North Carolina (Remote)

Director, Public Relations (Head of Public Relations), 2022-2026

- Built scalable external communications infrastructure for PE-backed telecommunications company (Apollo Global Management), supporting its aggressive multibillion-dollar fiber network expansion across 20 states, while managing reputation and long-term enterprise credibility during high-growth transformation.
- Established and defined external communications policies and processes, corporate narrative, regulatory positioning and community impact messaging, implementing a scalable COE governance model across markets and business lines. Managed agency relationships and an annual budget of \$2M.
- Served as senior communications advisor and media trainer to CEO and executive leadership, integrating messaging across growth, operational and regulatory priorities.
- Drove a multi-tiered PR strategy spanning hyper-local fiber build milestones, statewide build updates and national corporate announcements, including grant awards and technology and product launches, generating nearly 12K media placements and \$14.7M in earned media value in 2025, plus leadership recognition awards: 2025 ISE Innovators Platinum Award, FBA Women Changing Fiber for Good Award and Chicago Titan 100.
- Led crisis and issues management across network outages, severe weather events and regulatory challenges, maintaining brand trust during high-visibility incidents across a complex multi-state operating environment.
- Governed all external communications: press releases, executive presentations, digital and web content, speaking engagements, awards strategy and agency partner oversight.
- Served as company spokesperson and master of ceremonies for the annual senior leadership conference.

DUKE REALTY CORPORATION, Indianapolis, Indiana

Senior Manager, Communications and Public Relations, 2020-2022

- Led corporate communications for publicly-traded REIT during heightened investor scrutiny and strategic positioning leading to its acquisition by Prologis.

- Directed public-company communications strategy, ensuring message alignment across media, investors, employees and stakeholders under SEC governance requirements.
- Strengthened leadership visibility and corporate positioning during a transformative acquisition period with sustained media results and measurable brand performance.
- Secured high-impact national coverage including CNBC, NBC Nightly News, *The Wall Street Journal* and *The New York Times*.
- Increased executive media engagement by 190% and press release output by 106% in first year, significantly expanding share of voice during critical market positioning period.
- Built enterprise communications policies, governance workflows and measurable KPI dashboard, establishing operational rigor across function.
- Expanded digital and social strategy driving 1.4M impressions, +116% engagement and +223% link clicks.

KAR GLOBAL (Now OPENLANE), Carmel, Indiana

Senior Director, Public Relations & Digital, 2017-2020

- Led enterprise PR and social strategy for publicly-traded global automotive marketplace spanning 20+ brands.
- Managed and developed high-performing communications team across PR and social, building succession pipeline and scalable operating model.
- Modernized enterprise narrative and elevated market perception during digital transformation, earning national industry recognition.
- Spearheaded PR efforts for the corporate rebrand from KAR Auction Services to KAR Global, repositioning the company as technology-enabled digital marketplace (PRSA Pinnacle Award recipient).
- Directed communications for acquisitions, executive transitions, business unit spin-off and international expansion, governing complex multi-stakeholder communication environments.
- Launched employee Brand Ambassadors program expanding organic reach and brand engagement across enterprise.
- Served as enterprise spokesperson and senior executive advisor.

ANTHEM, INC. (Now ELEVANCE HEALTH), Indianapolis, Indiana

Public Relations Director, 2011-2017

- Led enterprise external communications and crisis strategy for Fortune 50 health insurer in a highly regulated environment.
- Protected corporate reputation during high-risk events while strengthening executive positioning and national credibility across a sustained six-year tenure.
- Led communications for Anthem's cyberattack settlement following 2015 data breach impacting 80M individuals (largest healthcare data breach in U.S. history) and served on core crisis communications team throughout the incident.
- Managed high-profile media relations and coordinated messaging across legal, government affairs, cybersecurity and operations amid sustained national scrutiny. Directed crisis and issues management across regulatory, data privacy and enterprise-level incidents in a complex regulated environment.
- Positioned organization as workforce development leader through national coverage in *Bloomberg*, *NPR*, *Fast Company* and *Fortune*, demonstrating proactive storytelling in support of business objectives.
- Led launch communications for Glasses.com, including CEO national media tour and activation at the national TED2013 conference.
- Authored award-winning annual reports from 2011 to 2016, earning multiple national design and communications honors.

EDUCATION

BERRY COLLEGE, Rome, Georgia

B.A., Communications

ADDITIONAL LEADERSHIP EXPERIENCE

Former Board Director, Horizon House

Former Board Director, Big Brothers Big Sisters of Central Indiana

Former Board Director, Habitat for Humanity of Greater Indianapolis

LANGUAGES

Fluent in Spanish.