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**Objective:** A Regional, National field or Corporate level position with a growth oriented organization.

**Expertise:**

- Forward thinking to capitalize on opportunities and/or correct mis-steps.
- Revenue generation through meaningful analysis of markets and advantageous positioning of product.
- Development of operational policies and procedures for implementation across multiple departments with the desired result being consistent presentation and methodology.
- Recruiting and retention of management personnel at all levels
- Training and promoting associates and management to greater levels of responsibility.

**Recent Accomplishments:**

**Direction**

Led management to high levels of proficiency and control of operations. During my tenure revenues grew from 15mil to 41mil (273%) and NOI increased from 8mil to 24mil (300%). This was achieved through efficient physical asset growth and internal rent per operating sq ft (RPOSF) increases as high as 8.5%. (2x industry leaders). Instrumental initiatives were focusing on rate and revenue management, as well as revamping store level rental lead follow-up.

**Analysis**

Developed metric driven tools used by field operations and upper management to analyze current status of each location in near real-time. Major areas tracked- lead generation/progress, market positioning, revenue forecasting and liability exposure.

**Coordinated**

Disaster recovery in the aftermath of hurricane Katrina. Home offices were based out of New Orleans at the time. Actions included-

- Coordinated relief effort for those field employees affected.
- Implemented emergency central communications between executives and employees. No plan for this level of disaster existed.

- Re-established Call Center operations from ground up in Chicago from New Orleans within a 45 day window. No plan for this level of disaster existed.
- Damage assessment involving 15 locations and physical plant recovery

**Assimilated**

New construction into portfolio totaling over 1.1 million rentable sq ft., 12,000+ units and 45+ employees. 700k of this growth occurred over a 120 day window. This was accomplished by being ahead of the curve in personnel needs, local marketing and up-to-the-minute interaction with Investments/Development teams.

**Experience:**

2002  
to Nov 2006

**Safeguard Operations, LLC**  
**Director Of Operations**

**Atlanta, GA**

Responsible for the daily operations of all locations (64 owned and managed), consisting of 3.5 million net rentable sq ft and 35,000 units. Significant responsibility for marketing plans and budgets as well as full P&L responsibility. Position required meaningful and productive interaction with Company Principals, Department Managers and Investment/Development group. Direct report operational structure consisted of 2 Regional Managers, Call Center Director, Training Director, 6 District Managers. These levels pass through to 6 field level trainers, 10 Call Center Representatives and 130+ location level associates.

1998  
to 2002

**The Store Room**  
**Director Of Operations**

**Fort Lauderdale, FL**

Largely responsible for developing business plan for new entity to be on the leading edge of the industry. Responsible for formulation of operational procedures, marketing plans and budgets. Full responsibility for the execution of these plans along with staffing and training. Responsible for day-to-day operations of company to include the above, P&L results, as well as special projects assigned by the CEO. Assisted in development and due diligence for future locations. Each location had 5 profit centers. Self storage, extensive retail, full service records management, pack and ship centers and state of the art wine cellars. Company had 3 locations consisting of 325,000 net rentable sq ft when acquired by outside investment group.

1996  
to 1998

**StorageUSA**  
***District Manager***

**Columbia, Md**

Supervised the day-to-day operations of 9-12 locations. Assisted in site selection and acquisitions. Prepared yearly budgets and marketing plans for corporate level approvals. Full responsibility for staffing and training at the store level. Full P&L responsibility. Recognized nationally within the company for top financial performance in 3 of 4 categories.

1992  
to 1998

**TradeWorks**  
***Owner/CEO***

**Alexandria, Va**

Designed, implemented and administered Customer Service training and monitoring programs for both Regional and National retailers. Significant reliance on platform and communication skills. Designed programs led to clients being able to identify areas of concern within the customer experience, and also reward performance meeting and/or exceeding established standards.

**Affiliations:**

Self Storage Association  
National Association of Realtors  
Toastmasters International  
South Florida Chamber of Commerce