

# **Steve Miller**

## **Agassi Graf Holdings**

Steve Miller is the Chief Executive Officer of Agassi Graf Holdings. He is responsible for the leadership and operation of three for-profit entities (Agassi Graf Holdings, Agassi Ventures LLC, and Stefanie Graf Ventures LLC) plus one non-profit foundation (Andre Agassi Foundation for Education). Miller oversees the staff and manages the financial portfolios of all four properties. He is responsible for the coordination of business ventures, strategies, and personnel evaluations, as well as managing and representing the Agassi Graf Lifestyle brand.

As CEO of the Andre Agassi Foundation for Education, Miller is responsible for the leadership and operation of the Foundation enterprise, and managing the financial portfolio.

He is a visionary, a passionate and progressive leader with the broad institutional experience and the intellect necessary to motivate and lead a diverse team of professionals. He participates personally and sets the example for dynamic, aggressive fundraising, managing foundation assets and effectively partnering with the board of directors.

Miller brings a wealth of experience to these positions. Most recently, he was the CEO of Power Plate International, and the Executive Chairman of the Board of Directors. He has served as a senior analyst and adjunct professor at the University of Oregon's Warsaw Sports Marketing Center. Acting as a key industry specialist, he worked with the Warsaw Center on a variety of initiatives, including industry outreach and research.

From 2000-2005, Miller was President & CEO of the Professional Bowlers Association in Seattle. In his five years at the PBA, he was responsible for revamping the organization, bringing membership to an all-time high, negotiating two exclusive television deals with ESPN, and increasing sponsorship from 2 sponsors in 2000 to 17 for the 2004-05 PBA Tour season.

Miller is also well known in the world of sports marketing, having served as Director of Global Sports Marketing during his 10 years at Nike. While at Nike, Miller served in numerous positions, including Director of Athletics, Director of U.S. Sports Marketing, Director of Sports Marketing for the Asia Pacific Region and Director of NCAA Sports Marketing. He also oversaw Nike's \$100 million investment in the 2000 Olympic Games in Sydney.

Miller has been named NCAA 'Coach of the Year' five times and is a member of four Halls of Fame.

He is a member of the Board of Directors of USA Track & Field, and the Tegla Loroupe Peace Foundation. Miller is a highly sought-after lecturer on topics ranging from motivation to executive leadership. He has a B.S. in English literature and physical education from Bradley University, and an M.S. in physical education and biomechanical analysis from Cal Poly San Luis Obispo.