

**About Scott Miller, APR**

With a strong foundation in marketing and communications, Scott has earned a reputation for translating complex ideas into clear, compelling narratives that resonate with audiences and drive results. Over the past 16 years at Mary Bird Perkins, he has steadily advanced into a leadership role where he now oversees marketing, communications, and provider relations. His career, rooted largely in healthcare, reflects deep experience navigating crisis situations, leading organizations through major transitions and addressing complex challenges in an ever-evolving business and cultural landscape. We're pleased to have him with us today to share insights on how storytelling can be used to engage audiences, sharpen messaging, and ultimately create the conditions that lead to meaningful conversions.