

# JULIE MARIE MILLER

## Strategic Communications Executive | Narrative Architect

Julie Marie Miller is a strategic communications executive and narrative architect with a career spanning multiple decades across media, wellness, advocacy, and nonprofit sectors. She specializes in helping organizations and leaders operate effectively in high-visibility, high-scrutiny, and reputation-sensitive environments, where trust, clarity, and disciplined messaging are critical.

Earlier in her career, Julie co-founded Shorty's Charities alongside television personality Shorty Rossi (Animal Planet's Pit Boss), where she pioneered celebrity-driven fundraising and advocacy during a period of significant cultural resistance. Through nationally recognized campaigns such as "A Dog A Day" and "Fund-A-Pitty," she leveraged media exposure, merchandise, and storytelling to generate substantial funding and shift public perception around pit bull-type dogs. This work required disciplined messaging, reputational risk management, and the ability to operate effectively within a politically charged and adversarial environment — capabilities that continue to inform her board-level approach today.

Julie has served in senior executive and advisory roles including Chief Marketing Officer, Executive Director, Founder, and Principal Strategist, supporting founders, public figures, and mission-driven organizations. Her work includes executive leadership during large-scale national initiatives such as The Freedom Tour USA, participation on launch teams for major media platforms, and advisory support for clients navigating both mainstream and alternative media exposure — including representation connected to Peacock/NBC's Shadowland (2022).

Throughout her career, Julie has led nationally recognized viral and grassroots campaigns, with work featured in major broadcast and streaming media outlets. She is known for translating emotionally charged or controversial subject matter into structured communication strategies that protect reputation, align stakeholders, and support long-term brand equity and audience engagement.

Julie is the Founder and Principal of Wag the Dog Brand Firm, where she advises organizations on brand architecture, narrative strategy, and communications governance. She brings a board-level perspective grounded in risk awareness, cultural fluency, and the practical realities of operating under public scrutiny.

## BOARD & ADVISORY COMPETENCIES

### Value Creation Through Brand & Narrative Strategy

Ability to strengthen brand positioning, messaging discipline, and market perception in ways that support revenue growth, customer retention, and multiple expansion.

### Reputation & Downside Risk Management

Oversight of communications and public exposure risk in high-scrutiny or regulated environments; proactive mitigation of reputational issues that can impact valuation or exit outcomes.

### Go-to-Market & Growth Alignment

Experience aligning marketing, communications, and leadership messaging with go-to-market strategy, growth initiatives, and commercialization timelines.

### Crisis & Transition Communications

Guidance during periods of leadership transition, restructuring, rapid scale, or heightened scrutiny, ensuring stability and continuity in external and internal messaging.

### Founder-to-Operator Maturity

Support for founder-led organizations transitioning to professionalized operations, including narrative discipline, leadership positioning, and institutional credibility.

### Media & Public Market Readiness

Fluency in managing mainstream, digital, and alternative media exposure in ways that protect enterprise value and avoid unnecessary distraction during growth or exit cycles.

### Stakeholder Alignment

Alignment of investor, board, executive, employee, and customer communications to reduce friction, maintain confidence, and support execution.

### Scalable Brand Infrastructure

Experience building repeatable, governance-aware brand and communications systems that can scale efficiently across markets, teams, and geographies.