



Matthew Miller
President & CEO
Association of Independent Commercial Producers (AICP)

In his position as president and chief executive officer of the Association of Independent Commercial Producers, Matt Miller presides over an organization whose members account for 80 to 85 percent of all nationally televised commercials in the United States. He is the spokesman for more than 350 production companies which, along with another 200 affiliated firms, comprise the AICP membership.

The association has national offices in New York and Los Angeles, as well as regional offices across the country, and aids its members by disseminating information; negotiating labor agreements; developing industry standards; providing professional development; and marketing American production through the AICP Show, *The Art & Technique of the American Commercial*. Now in its 23rd year, the AICP Show is an exhibit of the artistry and expertise of commercial filmmakers in the U.S. The AICP Show – along with the AICP Next Awards - is one of the pillar events of AICP Week, which includes various educational seminars and events highlighting the state of marketing in the motion image.

Mr. Miller is a member of the board of directors of the Brandcenter at Virginia Commonwealth University. He is also a trustee of the Directors Guild of America (DGA) Producer Pension and Health Funds; and serves as chairman of the DGA Commercials Qualifications Administration. He is also a member of the American Society of Association Executives.

Mr. Miller regularly appears on the “Today Show” and other broadcast media outlets to discuss the creative aspects of the advertising and media industry. He has also appeared on numerous panel discussions at various industry conferences and seminars.

Prior to joining AICP, Mr. Miller was a director in the Member Services Department of the Association of National Advertisers (ANA). A native New Yorker, he and his wife Susan Hovdesven, a real estate agent, live in Southampton, New York with their daughters Samantha and Sydney.

Founded in 1972, the AICP represents, exclusively, the interests of commercial production companies in the United States, and serves as a strong collective voice for this \$5.5 billion industry, addressing its many audiences within the advertising community, business circles and government offices.