

Andrew M. Miller – Professional Biography

Andrew M. (Drew) Miller combines a wide range of technological, design and communication abilities and a deep passion for music, with over 35 years experience as an entrepreneur and performer. He is the President of **DeSelby Productions, Inc**, incorporated in 1991.

- **Omnium Records** is an independent record label presenting world music with a contemporary angle. 50+ releases to date, distributed on physical and digital. The catalog is a mix of licensed releases from artists such as 3 Mustaphas 3, The Ukrainians (UK), and Garmarna (Sweden), as well as Drew's own work with Boiled In Lead and Nordic Roots artist Kari Tauring. Produced *Balkans Without Borders*, a benefit CD project in 1999 for Doctors Without Borders that has raised over \$25,000.
- **Omnium Design** offers technology consulting and web design services. Clients include: Music booking agency **Folklore Productions** *folkloreproductions.com*. Folk music magazine **Sing Out!** *singout.org*. Nordic singer **Kari Tauring** *karitauring.com*. Classical chamber music ensemble **Bella Musica** *bellamusica.com*. Composer **Steve Heitzeg** *steveheitzeg.com*. Fitness coach **Ron Morris** *ronmorrisbalance.com*. *OmniumDesign.com* has full client list.
- Omnium Design is a service provider on the **Thinkific** e-learning platform. After developing custom software to present a seven-hour video program for singer/songwriter autism therapist **Genevieve Jereb** and her company **Sensory Tools**, we re-created the course on Thinkific in 2019. Now providing strategic consulting, integration, course design and end-user technical support support to multiple creators via the **\$1 Million Entrepreneur Growth Fund**.
- DeSelby Productions also provides disc manufacturing and print design services. Clients include Steve Tibbetts, The Schubert Club, Vocalessence, Innova Recordings, Sovereign Artists, Moore Creative Talent, and numerous independent musicians. For the last few years, manufactured CDs domestically and provided "post-label services" for Nordic musicians Kardemimmit, Baltic Crossing, Arto & Antti Järvelä, and others. Graphic design clients include UK label Sanctuary Classics.
- Founder, manager, and bass player with **Boiled In Lead**. "...one of the most innovative world beat bands..." – NPR's *All Things Considered*. International festival appearances (including 5 times at the Winnipeg Folk Festival) and 8 album releases, including two on UK label Cooking Vinyl. Planned and executed promotional projects in association with these albums and live performances, including in-store appearances, radio and print interviews, and promotional mailings. The group and its individual musicians have won over 25 Minnesota Music Awards, including "Album of the Year."

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Previous projects:

- Multi-track studio recording & mixing (analog / digital); various session, production and live recording projects. Digital audio editing and mastering. Multiple enhanced CD projects. Administered two successful Kickstarter campaigns for Nordic Roots musician / author Kari Tauring (2012 and 2016).
- Content management and operational support services for comedy label Stand Up! Records (Shopify).
- Operations Manager for the nonprofit M2 Foundation (WordPress, Blackbaud E-Tapestry cloud-based CRM).
- Small office network consultant for Oliver Architects (Windows).
- Partnerships with NetAcceleration for consulting and deployment of the AccelSite content management system platform. Clients included SensoryTools.net, and effects vendor Rockcessories.com.
- Operations Manager for **East Side Inc.** (1997-2002) Lead graphic designer for 100+ CDs for NorthSide (roots music from Scandinavia) and ESD (progressive / experimental music from artists including Grammy award-winner Wendy Carlos and enigmatic conceptualists The Residents.) Multiple enhanced CD projects incorporating HTML, CSS, digital video, and MP3 files. Worked with enlighten.com and Cycle Software to design and implement a database-driven music retail website. Copywriter, webmaster, royalty accounting for physical and digital sales, database design, business conference representative, and extensive graphic pre-press experience. Continuing projects for East Side Inc. through 2015.
- Print newsletter design and production (8 to 12 pages, color, newsprint) for nonprofit music venue The Cedar Cultural Center. (2007-2010) Included print / web graphic design and content for the Nordic Roots Festival in Minneapolis, including electronic press kit. Manager of Festival merchandise sales. (1999-2008)
- Technical Writing (for a technical audience): Lead writer and Authorware programmer on the interactive multimedia training disc "Getting Started With the Lawson INSIGHT Business Management System" for UNIX. (1996). Urban traffic real-time information management system (100+ C-language APIs), Unisys MAPPER database system reference and tutorial manuals (including design of automated test plan, research / rewrite of all system error messages and associated online help); end-user documentation for a character-based front-end typesetting system.
- Technical Writing (for end-users): updating, testing, and debugging OS/2 online help files for a high-volume transaction-driven printing application in the banking industry; documenting a human resources database system and screen design tool; user and technical manuals for an auto recycling yard inventory / accounting system; accounting software end-user and reference documentation (Open Systems, Inc.).
- Principal of Integrated Systems Design (1984-1987): custom software projects included an email-based order entry system for a business card printing company. Wrote software to invoice remote orders and transmit formatted text to the typesetting equipment. Programmed and documented an employer payroll deduction 401(k) account management system for North American Life & Casualty Insurance. Other programming projects include: record store inventory control system; data collection software for NASA X-Ray astronomy satellite HEAO-B.

- Applications and technologies include Adobe Creative Suite, Microsoft Office, Ableton Live, Apple Final Cut Pro and iTunes Producer, WordPress (multiple clients), Thinkific (e-learning), Shopify, HTML, CSS. Former member of Apple Consultants Network.
- Radio DJ for community station KFAI, public station WCAL, college station KRLX (1976-1994). Dedicated collector and dealer of recorded music on CD, vinyl, 45rpm, 78rpm, and digital formats.
- Co-owner of White Bear Lake Records, a small shop specializing in used and new vinyl records and stereo equipment.

Education

- Carleton College, Northfield Minnesota. B.A. English, 1981
- School Of Irish Studies, Dublin Ireland, 1980.
- Sidwell Friends School, Washington DC. Graduated Cum Laude, 1976

References available upon request.