



Executive Biography



Steve Miller

Chief Analytics Officer in Residence

Steve brings over 15 years of experience leading transformational change across Fortune 100 companies in Retail, CPG, and Manufacturing. His experience includes Lowe's, PetSmart, and Coca-Cola, where he has delivered over \$10B+ in revenue growth, cost savings, and margin improvement.

With a deep background in category management, merchandising, and advanced analytics, Steve has built and led high-performing teams that drive strategy, execution, and innovation. At Lowe's, he launched the company's first assortment planning organization, scaling the team from 5 to 42 and influencing \$10B in revenue through automated tools and AI-enabled insights. At PetSmart, he led a \$4B portfolio, delivering \$100M in margin growth through private label expansion and SKU optimization.

Steve's expertise includes consulting with leading retailers and manufacturers to unlock growth through data acceleration, self-service analytics, and strategic planning. His work has driven \$10M in cost savings in under six months, enabled predictive modeling and prescriptive analytics, and delivered a 3x increase in reporting adoption across cross-functional teams.

He is also a passionate advocate for organizational capability-building—designing training programs that elevate data literacy and business acumen across all cross-functional teams and stakeholders. Steve contributed to the Category Management Association's Omni-3.0 publication and frequently advises on emerging best practices.

With executive education from Wharton and a career rooted in results, Steve blends strategic leadership with technical expertise to drive measurable impact and long-term transformation in fast-changing business environments.

Client Engagements:

Steve leads 4xi's initiatives in data analytics, category management, and retail consulting, supporting client projects. He collaborates with 4xi consultants to develop, coordinate, and deliver self-service analytics solutions, dashboards, and reports, empowering clients with actionable insights to support their business needs.

Steve and the rest of the team at 4xi are here to help you drive positive change and impact.



CATEGORY MANAGEMENT



ADVANCED ANALYTICS



BUSINESS INTELLIGENCE



MARKET RESEARCH



SUPPLY CHAIN



STRATEGY & TRANSFORMATION

