

BE THE CEO OF YOUR LIFE

Trust Yourself
And Have a Valuable Skill You Enjoy
To Have a Great Life!

Brendan Miller

WHAT I DO NOW

Chief Technology Officer for The Branding Farm
We build awesome websites and mobile apps for cool clients



THE PENDRY

THE PURGE

TAHITI.COM

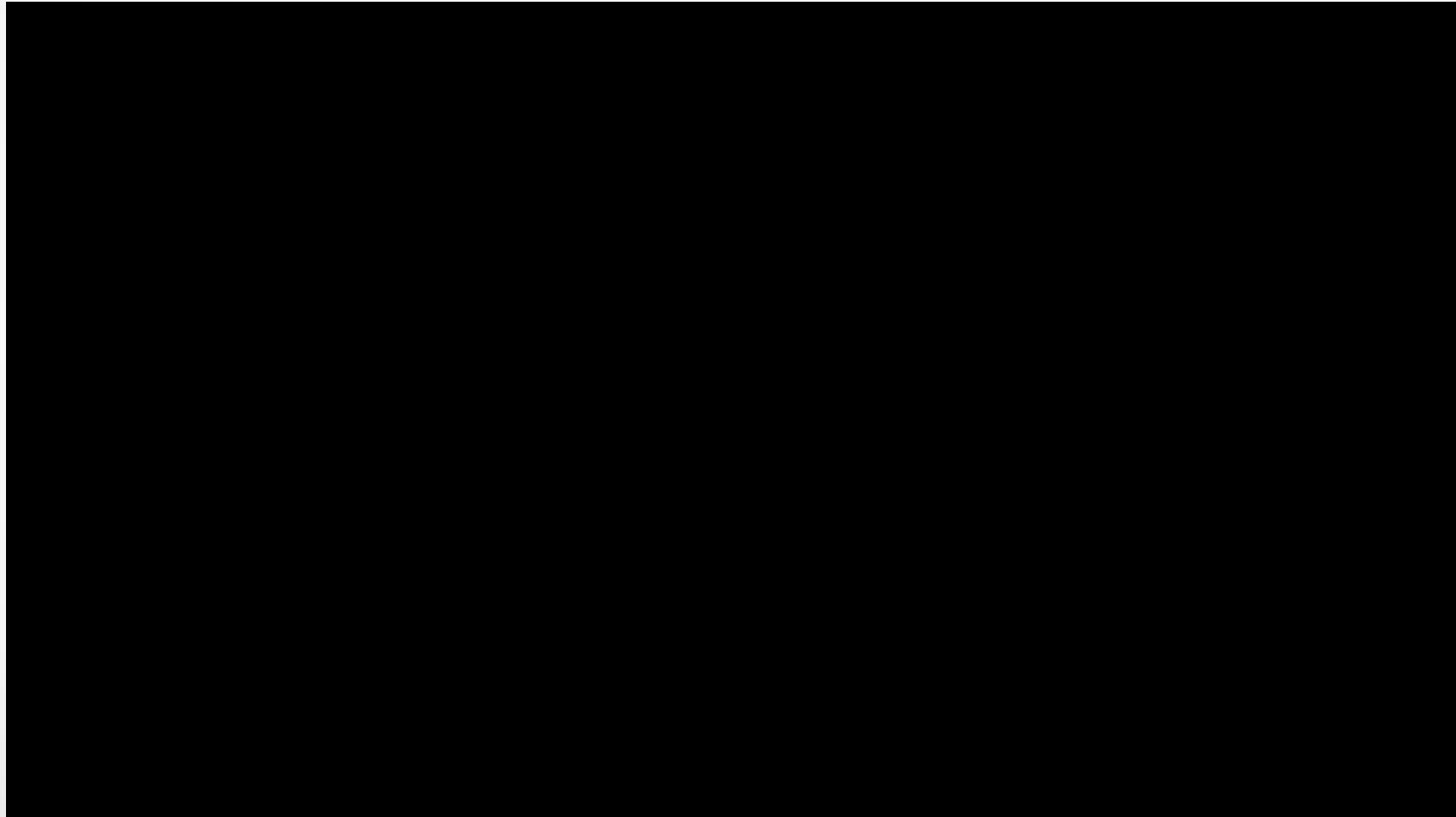


NBCUNIVERSAL

ETC HOTELS

FIFTY SHADES OF GREY

AND PRODUCER FOR 7 STAR SUN



MY CHILDHOOD



Me in 6th grade wearing my favorite Gremlins t-shirt!



MY FAMILY

- Bob, Mary Kay, Brendan and Stacey
- Values: Catholic, education, practical... and terrible with emotions and conflict! 😊



HIGH SCHOOL



Sports. I loved Ultimate Frisbee best because of the Spirit of the Game (you call your own fouls)

HIGH SCHOOL

- Classes I liked best
 - Physics
 - Computer Science
 - History
- Classes I liked least
 - Chemistry
 - French
- **Inspiring teachers made all the difference!**

HIGH SCHOOL

Early jobs

- Paperboy
- Janitor's assistant
- Aljohn's Pizzeria cook
- Lifeguard



Hours of Operation:
Monday – Saturday, 10:00 a.m. – 10:00 p.m.
Sunday, 11:00 a.m. – 10:00 p.m.
Proudly Serving Mercer County
Call Ahead for Faster Service



GETTING IN TO COLLEGE

What worked for me:

1. Do well in your classes
2. Show you commitment to a sport or activity
3. Practice the SAT out of study books
4. Write essays about what makes you special
5. Visit the colleges and see if you like them!

COLLEGE

- *Bachelor of Science in Math – Computer Science from Brown University (Providence, RI)*
- *MBA from MIT (Cambridge, MA)*
- *Masters in Public Administration (MPA) from Harvard University (Cambridge, MA)*

COLLEGE

Things I enjoyed in college

- My talented and interesting classmates who loved learning as much as I did
- Ultimate Frisbee
- A couple professors who became great mentors
- Being a Teaching Assistant

Things I didn't enjoy in college

- Being afraid of and terrible with girls
- Working too hard and not taking enough breaks

COLLEGE

- **Jobs I worked while I was in college**
 - Working in the school cafeteria
 - Being an audio/visual equipment
 - Being a teaching assistant for
 - Discrete Mathematics
 - Algorithms (some grad students in the class)
- **Summers**
 - Writing testing software for digital camera for a small company
 - Intern at Hewlett Packard in Boise, ID
 - Doing independent research for a professor on combinatorial optimization

MY CAREER PATH HAS NOT BEEN A STRAIGHT LINE!

- AmeriCorps / National Service
- Principals Assistant Boston Public Schools
- Graduate School
- Started a nonprofit **leadership consulting business** with some friends from grad school while paying the bills doing **research** on AmeriCorps for a professor
- Development Manager for **green, community-oriented real estate projects**
- **Green Economy Manager** and then Directory of the Office of Science Technology and Energy for the State of New Mexico
- Driven for **Lyft** when I first got to LA and...
- Started an **Alternative Funeral Home!**

YOU CAN BE A WEB DEVELOPER TOO!

- The internet changes so fast no one knows how to do it “right”
- Keep your **thoughts organized** and write them down
- Know how to **look up things** you don't know on the internet
- Learn the **basic language**: javascript, html, css
- Find some **creative people to work with** and be nice to them
- Stay curious and **enjoy learning** new things
- You can learn to code by yourself using online tutorials
 - What you will learn in college will be at least 4 years out of date!
 - If you do it well no one will care where you learned to do it (except big corporations like Google)
- **That's it!**

WEB DEVELOPMENT ROLES

CEO

Chief Technology Officer

Head Designer

UI/UX Graphic Artists Web Designers

Chief Marketing Officer

Marketing and Sales Business Development

Chief Financial Officer

Financial Analysts Accountants

Sr. Web Developer

Full Stack Web Developers

Front End Developer Back End Developer

Jr. Web Developer

System Administrator

IT

Getting a chance:

- **Interns in Design and Development**
- **Commission Based Sales People**

COMPENSATION AND DEMAND

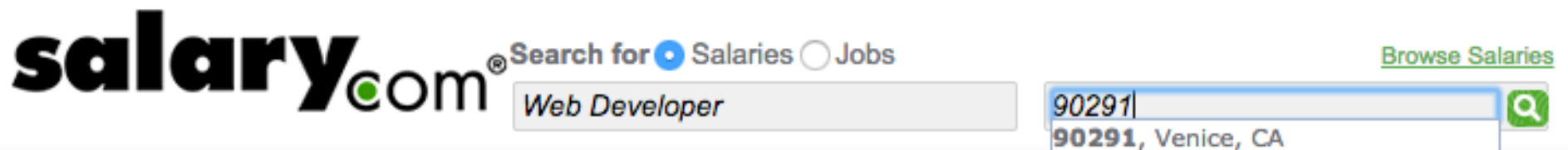
Developers: \$30 – 100+ / hour
(Real programming)

Designers: \$20 – 60+ / hour
(Layout and coding)

The demand for **developers** who can do what they say they can do is super high and will likely stay that way because it is **a skilled trade**

Think about plumbers: A good plumber will always make great money!

LA is the freelance capital of the country



Salary

Job Search

Education

Career Development

Work & Life

PRODUCTION ROLES

Producer / Manager

Artistic Director

Technical Director

Animators

Video Editors

Performers

Event/Stage Manager

Projectionist

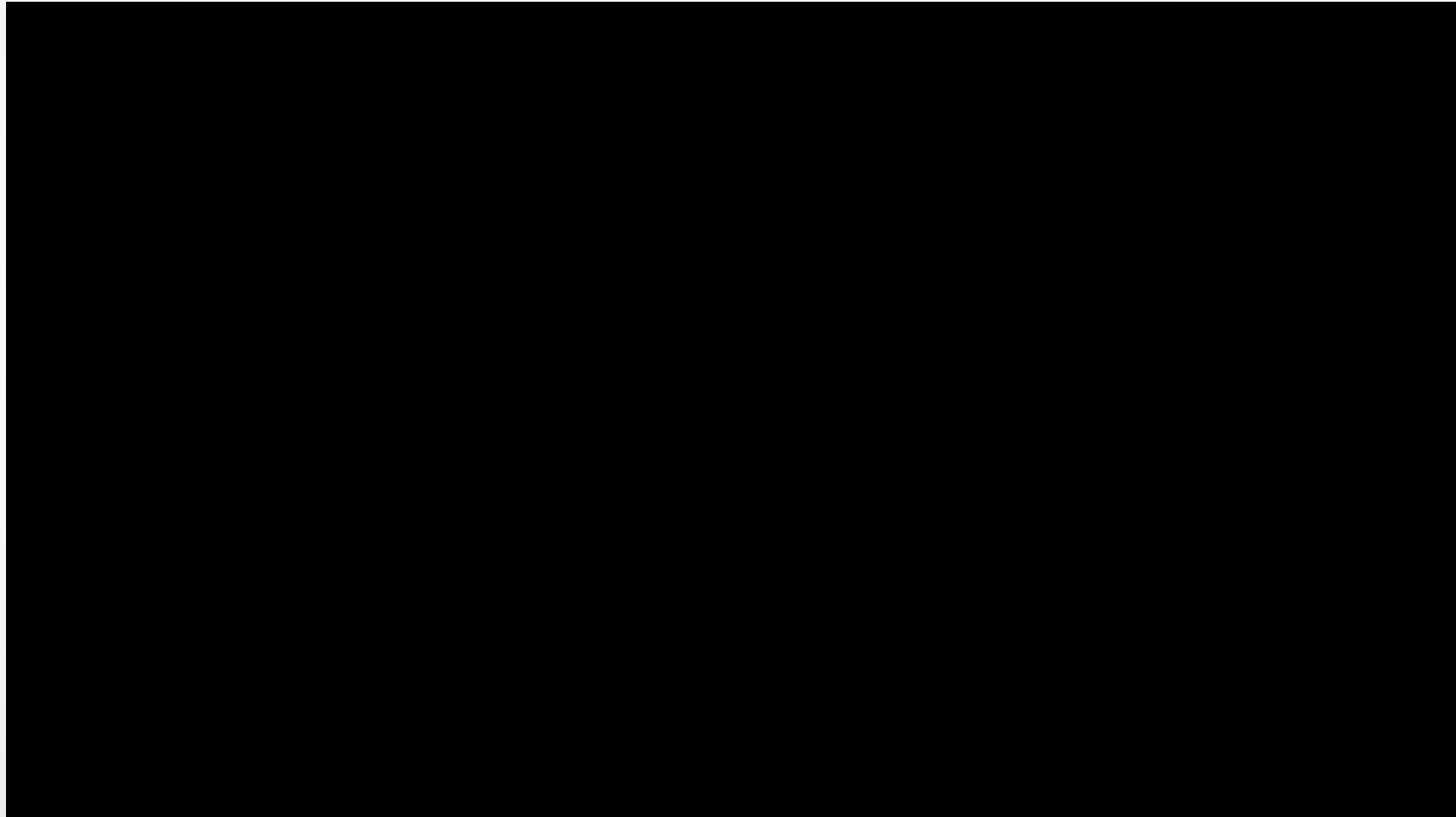


Getting a chance:

- **Produce your own performances!**
- **Be really talented and plugged into the network.**

STEVE JOBS

FIND WHAT YOU LOVE



BEING THE CEO OF YOU

- Have a skill people **easily understand, really need** and that **you enjoy**
 - A skilled trade that is in demand
 - Web programming, plumber, great salesperson, etc.
- Learn what you **love** to do **each and every day**
- Use your **skilled trade** to earn you the **time** or the **credibility** to do more and more of what you love!
- Don't think anyone else is going to make your life work for you. There are no guarantees and no sure thing. It's up to you to find the right balance and make it work, day by day...
- Think about what you earn per hour, not salary
 - Making \$80,000 is no bargain if you are working 80 hours a week!
 $\$80,000 / 50 \text{ weeks} / 80 \text{ hours} = \text{only } \$20 / \text{hour}$ AND you screwed up your health and relationships!

THE DEVELOPMENT OF MY WORK VALUES

Do something that matters

Community

Environmental protection

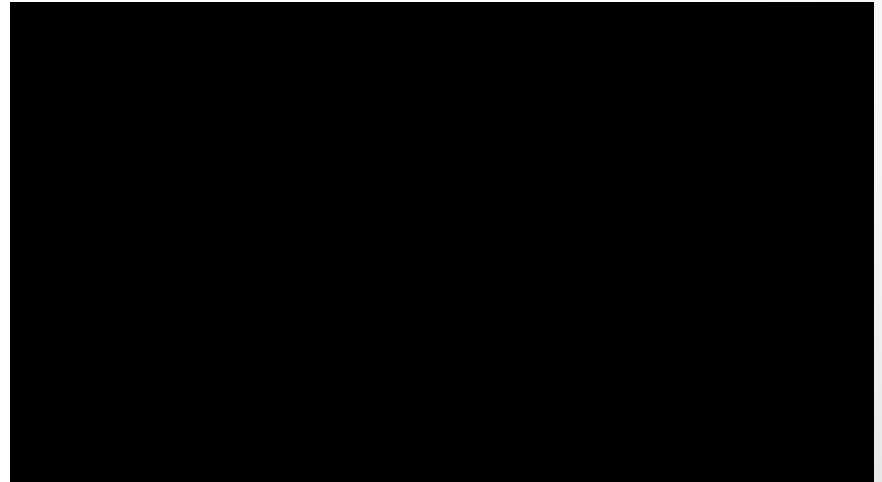
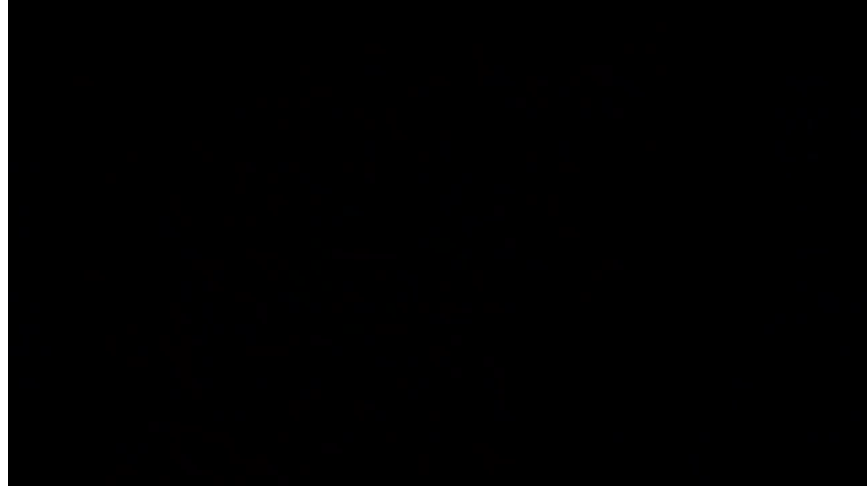
Quality of life

Enjoy the day to day of my work

Creativity – Follow your heart

FOLLOWING MY HEART

GROWING INTO MY CREATIVITY: DANCE



TRUST YOURSELF

**ARNOLD
SCHWARZENEGGER**

QUESTION AND ANSWER



- Email me at notify@brendanmiller.com if you need any advice
- Let me know if you are interested in web or app development!
- If you show me you are serious, I can give you tips on what to learn, where to look for jobs, and give you a reference when the time comes!