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The Fresh Market's Kevin Miller named CMO Innovator of the Year

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Selected by the Advisory Board and Keynote Speaker Faculty as the winner of The Millennium Alliance's CMO Innovator of the Year award, The Fresh Market's Chief Marketing Officer, Kevin Miller, accepted the award on behalf of his team's outstanding efforts for this past year. During a year when marketers were challenged to find new ways to reach target audiences and drive ROI, The Fresh Market's marketing group launched several key initiatives including developing a world-class gourmet food magazine, allowing them to meet customers in-home during the pandemic, with QR codes integrated with their ecommerce platform.

"With the global pandemic continuing to impact business worldwide, the nominees for our CMO Innovator of the Year were filled with extraordinary marketing executives who have found success during perhaps the industry's most challenging time. The Millennium Alliance is proud to have been able to present Kevin with this award to recognize all the tremendous new initiatives that he and his team have seamlessly delivered to The Fresh Market's customers this past year," said Greg Dicso, vice president of marketing, The Millennium Alliance.

The Millennium Alliance is an invitation-only organization for Senior-Level Executives and Business Transformers and is a leading technology and business educational advisory firm with the sole mission of helping to transform the digital enterprise. Miller was selected from a group of finalists represented across all industries with the criteria of a demonstrated reputation for digital transformation, seniority, and annual revenue earned.

"It's an honor to receive such a prestigious award and be selected from a group of talented marketers," said Miller. "I lead an exceptional marketing team and am thankful for them, and everyone at this terrific brand that I am fortunate to work with every day."

Photo: Kevin Miller

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