



## Veronica Millan

### *Global Chief Information Officer, MullenLowe Global*

Veronica Millan is the global Chief Information Officer for MullenLowe, setting and leading the technology strategy for the organization, which spans over 55 countries and employs over 4,000 staff. Prior to holding the global CIO role, Veronica has held various senior regional roles for MLG in technology.

Veronica specializes in leading through digital transformational projects, including mergers and acquisitions, integrations, and guiding agencies through projects that deeply affect their technology implementations and strategy. She also enjoys writing about emerging technologies and the effects that these will have in the industry and in organizations and is a regular columnist in LLBOnline.

Prior to joining MullenLowe, Veronica worked in various positions in financial services, publishing, and tech startups, working with brands such as Visa Inc., Carrier Corporation, Ziff-Davis Publishing, and others.

Veronica has lived and studied throughout the world, speaks fluent English, Spanish and Portuguese. She graduated from Amherst College with a Bachelor of Arts degree in Spanish literature, and later obtained a Master of Business Administration degree from the Rotterdam School of Management at Erasmus University. She also completed her Doctorate of Business Administration (PhD) at the University of Humanistic Studies in Utrecht, Netherlands. Her thesis was on the advertising industry and the forces that affect the organizations and people that work in it. She continues to write academic papers and chapters on organizational behavior in the advertising industry.

