

JD Miller's "The CRO's Guide to Winning in Private Equity" Achieves #1 Bestseller Status

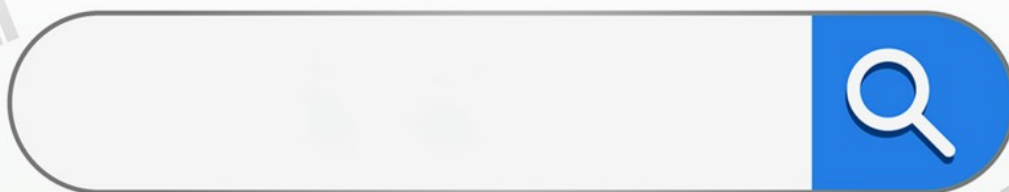
*"The Value Creation Playbook for CROs Working in
High Growth Companies."*

Kevin Knieriem, GTM President, Clari

THE CRO'S GUIDE

— TO — WINNING IN PRIVATE EQUITY

A Practical Roadmap for Sales Leaders



JD MILLER, PhD

Chicago, Illinois Feb 14, 2025 ([IssueWire.com](https://www.issuewire.com)) - "The CRO's Guide to Winning in Private Equity: A Practical Roadmap for Sales Leaders" by JD Miller has achieved #1 bestseller status, marking a significant milestone in sales leadership literature. The book, which provides a comprehensive framework for Chief Revenue Officers operating in private equity-backed companies, has struck a chord with sales leaders across the industry.

Drawing from his extensive experience including five successful leadership roles at companies backed by prominent firms such as Accel-KKR, Thoma Bravo, and Lloyds Development Capital, Miller delivers actionable insights for sales leaders navigating the complex private equity landscape. His unique perspective as both a practitioner and thought leader has resonated strongly with readers seeking practical guidance in this specialized field.

"The success of the book reflects the growing need for specialized knowledge in PE-backed sales leadership," said Miller, who currently serves as a go-to-market Operating Advisor for Five Arrows Capital Partners. "The response from the sales leadership community has been overwhelming, confirming that practitioners are seeking tactical, practical advice that they can implement today to create value for their businesses."

The book's success builds on Miller's distinguished career at the intersection of business, technology, and humanity. Recently named CRO of the Year 2024 by the Revenue Operations Alliance and one of Chicago's Most Inspiring Individuals by Streetwise, Miller brings both technical expertise and human-centered leadership principles to his work.

"The CRO's Guide to Winning in Private Equity" stands out for its practical approach to critical challenges facing modern sales leaders, including:

- Creating data-driven annual plans and sales strategies
- Developing unified "SMarketing" cultures
- Managing successful PE exits and leadership transitions
- Implementing effective compensation structures
- Mastering board communication and forecasting

Beyond his professional achievements, Miller remains deeply committed to philanthropy through the JDMJA Foundation, which supports communication students at the University of Illinois and various arts organizations. He serves as Board Chair Emeritus of Care for Friends and continues to mentor company founders at 1871, Chicago's Tech Incubator.

The book is available on Amazon at <https://www.amazon.com/CROs-Guide-Winning-Private-Equity-ebook/dp/B0DP7L4158>.

For more information about JD Miller and his work, visit www.jdmillerphd.com.

About JD Miller

JD Miller is a seasoned executive leader specializing in sales transformations for PE-backed and pre-

IPO firms. His career spans roles as CRO, CMO, and Regional CEO at multinational tech companies. A recognized thought leader, Miller frequently speaks on go-to-market strategies and sales leadership. He holds degrees in communication and philosophy, with extensive research experience in digital networks and communication technology.



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Source : JD Miller

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