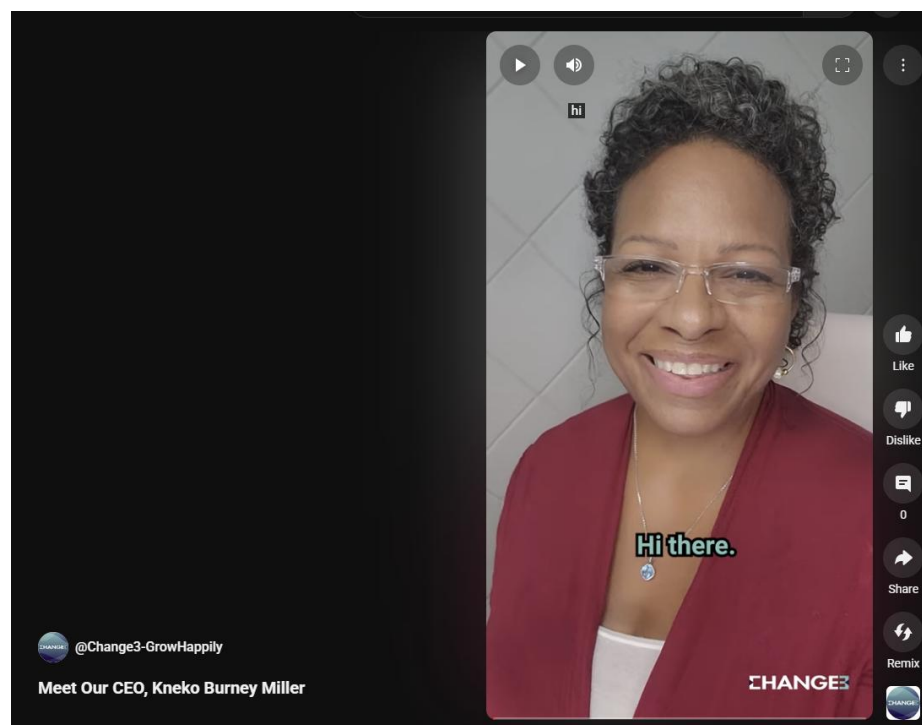


Kneko Burney Miller

CEO & Chief Innovator

Smiling, Loving and Caring

Kneko Burney Miller is a dynamic presenter, moderator, and host, known for her engaging presence in live streams, webinars, in-person events, and broadcasts. With over 30 years of experience, Kneko is a leading B2B expert in the telecom and high-tech industries and an emerging figure at the intersection of digital technology with everyday business life.



Sharing Insights, Hard Data, and Inspirations

Currently, Kneko and her team at Change3 host monthly conversational webinars targeting small and mid-sized business owners, as well as tech providers, called “*Growing Happily Together*.” The series tackles a diverse array of topics on growth, including sessions related to marketing, social media, business operations, and wellness. Kneko is usually joined by other experts and CEOs who also share personal stories, wisdom, and advice.

Thousands of decision-makers have registered to join Kneko and her guests during these relaxed, info-rich conversations. And, due to its success, this series is expanding into a live streamed podcast on multiple platforms, maintaining the invite-only webinar portion for deeper engagement within a selected group.

Here are some top events from the Growing Happily Together Series:

Tech Marketing	Wellness to Brand	Enabling Sales	Peak Performance
 On-Demand Which Break-Thru Ideas Will Boost Your Q4 Co-marketing Results?	 On-Demand How Much Does Your Attitude & Wellness Truly Affect Your Brand?	 On-Demand What Are The 5 Must-Haves That Will Drive Your Sales Pipeline Growth?	 On-Demand Life Hacks for Happy, Healthy Small Business Owners & Employees
Click Images to Explore each Event's Details and Access our Replay Experience			
Watch on YouTube	Watch on YouTube	Watch on YouTube	Watch on YouTube

Experience on Live Broadcast TV:

Kneko has been a featured guest on CNBC's The Closing Bell, and her insights have been utilized by the Department of Commerce, the Federal Communications Commission, and the Small Business Administration. She has been featured in Fortune Small Business Magazine and quoted in The Wall Street Journal, Business Week, Barron's, Investors Daily, USA Today, The New York Times, Fortune, Forbes, Wired, and Information Week.



Extracting Knowledge from Data to Empower Others

As the founder & CEO of Change3 (2011), Kneko has led the company to become a well-respected Growth Agency. Her Change3 way is built upon deep industry knowledge, expertise in customer engagement trends, and technical prowess in building web-based experiences. Another key factor of Change3's impact on client outcomes is their data-driven, insight-led approach.

Making Data-driven Decisions that Inspire

- Over the last 30 years, Kneko and her team have gathered research from more than 250,000 business professionals around the world, particularly those in small and mid-sized businesses.
- Because data and insight rank so highly as essential success tools, Change3 has built and maintains a uniquely branded research arm, BeTechly, which captures data and signals on the tech buying process across various B2B segments.
- The intelligence gained from BeTechly, as well as Change3's own branded market research, is used to create engaging learning and content experiences for business and technology decision-makers.
- Using hard data and sharp perspectives, Kneko has also advised some of the largest, most successful tech companies on the planet, as well as government agencies, and non-profits.
- Her journey as a technology and business expert has taken her to several countries, including living in Europe for nearly a decade, where she has gained a multi-national, multi-cultural perspective, along with knowledge and experience.

Cherishing Every Small & Mid-sized Business

Over her career, Kneko has started several small businesses, including the first internet-based movie streaming service in 2006 called Eyesoda, well before Netflix was streaming movies like we know today. And, like many entrepreneurs, this experience showed her that despite innovation, first to market status and hard work, some business ideas require more than you have at that time to make them prosper.

Kneko's passion for helping smaller firms find their growth groove is immeasurable and rooted in her belief that these businesses play a critical role in fostering a healthy, prosperous society.

From this, she has worked to help business professionals discover that maintaining a positive perspective and learning from every experience are two of the strongest tools needed to achieve success. Mrs. Miller is currently the owner and operator of several businesses, with her three principal businesses being inter-connected service and technology platforms: **Change3** (a "growth" agency providing marketing, sales and operations support), **BeTechly** (a leading technology research think tank, helping people make better business technology decisions) and **BeContently** (a content delivery and demand generation platform), which form a triad for growth for the clients she serves.

Credentials & Details

A trained economist, Kneko has led professional services, market research, and creative organizations over the last 30 years using a combination of uncommon skills. By melding the creative with the quantitative via technical knowledge, she has helped her clients innovate while optimizing their marketing operations and strategic processes.

Kneko holds a B.A. in Economics, a B.A. in Mathematics, and an M.A. in Mathematical Economics from Boston University (1996) as part of the BA/MA program. She also completed the prestigious American Economic Association Minority Econometrics Program at Stanford University (1994). She is a published, award-winning author of a children's book, "Rikki & the Rocket Twins Discover the Solar System," and leverages her skills to create learning experiences for her two homeschooled children. Kneko lives with her husband, Rick, their two kids, 3 dogs, 1 cat, 8 ducks and 74 chickens on their ranch in the Mescal Mountains outside of Globe, Arizona,

About Change3

Change3 is a dynamic Growth Agency dedicated to helping businesses grow happily. The team is deeply dedicated to supporting clients through every aspect of their growth journey – taking immense pride in making each step as happy as possible. Change3 uses data to drive strategic and day-to-day decisions that empower and enable clients to challenge norms, push boundaries, and explore new territories to achieve optimized results. Our diverse team offers a full suite of business support services, including but not limited to strategic consulting, ideation, advisory, process enablement, research, website design and hosting, custom cloud application development, SEO, social media innovation and management, content creation, sales support, and demand generation. At Change3, we prioritize the well-being of our clients, prospects, staff, and suppliers, valuing honesty, transparency, and open communication to build deep relationships based on service, success, and satisfaction.

About BeTechly

BeTechly is an insight-based platform that provides a conduit between IT buyers and technology solution providers by using data-driven, learning and career development experiences to start new conversations. The BeTechly portfolio includes regular webinars, live streams and market-research-based content, including blogs and articles online. New in 2025, BeTechly has also launched strategic partnerships with prominent technology conferences and will be offering technology decision-makers in-person experiences to create new opportunities to build relationships.

About BeContently

BeContently is Change3's innovative digital engagement platform designed to track intent and generate leads for sales. This platform is paired with our seasoned team to accelerate and optimize content-led marketing activities using email. By integrating smart, modern technology with a human touch, BeContently supports both sales and marketing efforts, making it easier than ever to drive activity within a target audience. This platform includes pre-designed web pages optimized for content marketing, audience management and engagement tracking, as well as our staff building and optimizing campaigns. BeContently empowers businesses to market effectively and efficiently using content, ensuring they never have to navigate the complexities of digital engagement alone.