

ABOUT RKMA

Richard K. Miller & Associates (RKMA), founded in 1972, publishes ebooks focused on marketing and the consumer marketplace, engineering, and advanced digital technologies. RKMA business reference ebooks are used at virtually all academic libraries at universities with an MBA program.

RKMA is unique among market research companies in that the firm was active as consulting engineers and helped shape the market sectors that it now analyzes. Beyond simply analyzing data, RKMA is often privileged to inside information since Richard knows personally many of the leaders across business and technology sectors.

Originally established as a consulting engineering firm, RKMA clients included 52 Fortune 500 companies and five federal agencies as well as over 350 business and industrial clients. The focus of RKMA in the 1970s and early 1980s was in the environmental and energy engineering sectors. As the industrial landscape evolved, the firm transitioned towards a specialized focus on market research. In the 1980s, RKMA was among the leading analyst firms in the fields of artificial intelligence, manufacturing automation, robotics, computer simulation, and interactive multimedia. RKMA first wrote about the Internet (then called the Arpanet) in 1984.

Richard grew up working in his family's retail business. This experience supports RKMA's expertise in consumer market research. Hundreds of retail companies, including each of the 10 largest U.S. retail chains, have used RKMA market research publications.

In the environmental field, Richard was on one of three teams that performed the pioneer research assessments for the U.S. Environmental Protection Agency (EPA) upon its founding. His market research charts lined the hallway leading into the office of EPA's first administrator, William D. Ruckelshaus. In 1971, while a consultant at LSGA, Richard developed the first computer program for real-time environmental monitoring under contract to EPA.

In the energy field, Richard was the co-founder (along with Albert Thumann) of the 17,000-member Association of Energy Engineers (AEE). Richard is a Certified Energy Manager (C.E.M.) and Certified Sustainable Development Professional (CSDP), and has consulted as well as taught seminars in the field. Richard was named a Legend in Energy in 2007.

In the healthcare field, RKMA's *Healthcare Business Market Research*, published for over two decades, has been used at most major U.S. hospital corporations. Richard was a vice president at Hearex, a nationwide market leader in mobile health monitoring. He worked as a consulting engineer at dozens of manufacturing facilities. Richard served as an expert witness on behalf of the Occupational Safety and Health Administration (OSHA) and has testified at Congressional subcommittee hearings.

Richard was a pioneer in industrial robotics. *Robots In Industry*, his seven-volume series published in 1982, was among the first publications on robotic applications. Certified as a Manufacturing Engineer in the Field of Robotics (CMfgE), he consulted and taught seminars in the field throughout the 1980s.

RKMA published 18 market research studies on Artificial Intelligence (AI) in the 1980s and 1990s. The firm's annual market study, *Expert Systems*, tracked the initial commercialization of AI software for a decade. Richard was one of the participants in the legendary 1985 IJCAI conference at UCLA.

Richard has been a speaker at over one hundred conferences, and thousands have attended his seminars and presentations. His books have been published by AEE, Frost & Sullivan, Future Technology Surveys (FTS), Prentice Hall, the Society of Manufacturing Engineers, Taylor & Francis, Technical Insights, The Fairmont Press, and VanNostrand Reinhold.

Over the span of its existence, RKMA has published over 500 market research reports, with several of the firm's annual studies being the top-selling publications within their respective domains. This legacy has solidified RKMA's standing as a premier analyst entity within the United States.