



# Sterling Miller

COO and General Counsel

## About

Sterling is our CEO and Senior Counsel. He has enjoyed a wide and varied 30-year legal career. He is a three-time General Counsel, having served in that role at Marketo, Inc., Sabre Corporation, and Travelocity.com where he managed international teams handling a myriad of complex legal issues including “bet-the-company” litigation, M&A, IPO, corporate secretarial, data privacy, government affairs, and commercial agreements.

Out of law school, he was an associate at Gallop, Johnson, and Neuman in St. Louis. He began his in-house career in 1994 at American Airlines. He led the legal team for Sabre Holdings’ successful IPO in April 2014. In January 2019, after leading the legal team that worked on the successful sale of Marketo to Adobe, he returned to the Dallas office of firm Hilgers PLLC for a second stint as Senior Counsel, focusing on commercial matters, litigation, and data privacy. He has published five books.

Sterling earned his J.D. degree from Washington University in St. Louis (Order of the Coif/Law Review) and his bachelor’s degree from Nebraska Wesleyan University, where he was Student Body President among other honors. He is certified in data privacy/security by the International Association of Privacy Professionals (CIPP/US). He is a highly sought-after speaker for legal department offsites and for legal and industry panels including presenting at the South-by-Southwest conference in Austin, TX and keynoting several ACC events. Under his leadership, Inside Counsel magazine named the Travelocity Legal Department one of the “Ten Most Innovative” legal departments in the United States (with the Sabre legal department later winning honorable mention under his tenure). He has been a multi-year finalist for the Dallas Business Journal’s “Best Corporate Counsel” award.

## Contact

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## Education

Washington University School of Law, J.D., Law Review, Order of the Coif  
Nebraska Wesleyan University, B.S., Political Science

## Admissions

- Texas
- Missouri

## Experience

- Marketo Inc. – General Counsel, Corporate Secretary, and Chief Compliance Officer
- Sabre Corporation – General Counsel, Corporate Secretary, and Chief Compliance Officer
- Travelocity – General Counsel
- American Airlines – Attorney/Litigation & Regulatory
- Gallop, Johnson & Neuman – Associate/Litigation



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## About Cont.

Sterling serves on the Board of Directors of [Terrasoul Superfoods](#) and the advisory board of [Travefy.com](#). He publishes a widely-read and award-winning legal blog entitled "[Ten Things You Need to Know as In-House Counsel](#)." The ABA published three of his books: "[Ten Things You Need to Know as In-House Counsel: Practical Advice and Successful Strategies](#)" in 2017, "[Ten \(More\) Things You Need to Know as In-House Counsel: Practical Advice and Successful Strategies \(Vol II\)](#)" in 2019, and "[Showing the Value of the Legal Department: More Than Just a Cost Center](#)" in 2021, and "[The Productive In-House Lawyer: Tips, Hacks, and the Art of Getting Things Done](#)" in 2024. His third book – a cookbook titled "[The Slow-Cooker Savant](#)" – came out in late 2018. Sterling's first book, "[The Evolution of Professional Football: 1920 – 2015](#)", was published by Mill City Press in 2015.

You can follow him on Twitter [@10ThingsLegal](#) and [LinkedIn](#) where he regularly shares his commentary and insights on cutting-edge legal issues.