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Rob Miller Receives Jerry W. Friedman Excellence in Leadership Award

Private sector technology leader recognized for innovative, mission-driven leadership in human services

SPOKANE, WA — September 28, 2026: The American Public Human Services Association (APHSA) is pleased to recognize **Rob Miller**, General Manager and Senior Vice President, CITIZ3N Government Solutions, a SOFTEON Brand, as the 2026 recipient of the **Jerry W. Friedman Excellence in Leadership – Private Sector Award**.

The award was presented during APHSA's [IT Solutions Management for Human Services \(ISM\) Education Conference & Expo 2026](#), taking place September 27–30 in Spokane, WA. The Jerry W. Friedman Excellence in Leadership – Private Sector Award recognizes leaders who demonstrate a clear understanding of the fundamental role technology can play in the efficient and effective operation of human services, along with innovative leadership that stands out among their peers.

Throughout his career, Miller has demonstrated a commitment to identifying the operational challenges facing human services agencies and translating them into practical, scalable technology solutions. His approach centers not simply on introducing new technology, but on ensuring that technology meaningfully improves how agencies serve people, support workers, and administer complex public programs.

Under Miller's leadership, CITIZ3N has advanced solutions that help agencies verify eligibility information, identify potential discrepancies, reduce manual processes, and make better use of data available across public and private sources. He has also championed the thoughtful use of artificial intelligence (AI) to reduce repetitive work, accelerate analysis, improve consistency, and allow staff to devote more time to higher-value responsibilities.

Central to Miller's approach is the understanding that successful modernization requires more than technology alone. He encourages collaboration with agency leaders, policy experts, caseworkers, system integrators, data partners, and other stakeholders to understand the realities agencies face and develop solutions that can work within existing environments.

Miller has consistently challenged teams to consider how processes can be simplified, information can be verified earlier, and unnecessary administrative burden can be reduced. By connecting policy, operations, and technology, his leadership has helped move organizations from fragmented and manual processes toward more coordinated, automated, and data-informed operations.

That approach reflects the legacy of the award's namesake, Jerry W. Friedman, who served as Executive Director of APHSA from 2001 to 2010 following decades of leadership in human services. Friedman was deeply engaged at the intersection of human services and technology and played a significant role in both the Human Services IT Advisory Group (HSITAG) and the ISM Conference. Throughout his career, he emphasized the critical role of frontline agency staff and inspired others to recognize the people whose work makes human services systems effective.

Miranda Follis, Vice President of Business Development at CITIZ3N, said, "Rob has shown me what it looks like to lead with both vision and genuine commitment to the mission of human services. He has pushed me to look beyond features and functionality and focus instead on the outcomes that matter: reducing administrative burden, helping workers make better decisions, improving the customer experience, and supporting agencies through periods of significant policy and operational change."

Through his leadership, Miller carries forward the spirit of the Jerry W. Friedman Award by looking ahead to what technology can make possible while remaining grounded in the needs of the people doing the work and the people they serve.

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About APHSA: The American Public Human Services Association (APHSA) supports leaders from state, county, and city human services agencies to advance the well-being of individuals, families, and communities nationwide. As a bipartisan membership association, APHSA works with its members to generate pragmatic solutions grounded in lived experience. For more information, visit aphsa.org.

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