

PHILIP JOHNSON

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CHIEF EXECUTIVE OFFICER • CHIEF OPERATING OFFICER CHIEF FINANCIAL OFFICER

Seasoned operations executive and strategic visionary highly successful at steering diverse organizations through dynamic start-up, turnaround, and accelerated growth. Instrumental in building and managing all aspects of the business infrastructure. Deliver critical strategic planning as well as financial, operations, marketing, sales, and team management; develop new revenue streams; and drive organizational evolution across broad disciplines. Contribute expertise in technology, manufacturing, and international business development. Highly adept at spearheading transition through substantial corporate transactions, including mergers, acquisitions, reorganizations, and restructuring initiatives.

Highlighted qualifications include:

- Operations Start-Up and Turnaround
 - Strategic and Tactical Planning
 - Full Profit and Loss Management
 - Business Process Reengineering
 - Team Building and Development
 - Revenue Growth and Cost Containment
 - International Business Development
 - Financial Planning and Analysis
 - Product Development and Market Launch
 - Corporate Mergers and Acquisitions
 - Client Relationship Development
 - Deal Structuring and Contract Negotiation
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PROFESSIONAL EXPERIENCE

COMPANY NAME, Brandon, Florida • 1999-Present EXECUTIVE VICE PRESIDENT

Took over COO reigns for an emerging telecommunications and media services provider challenged with deploying a nationwide Virtual Private Network (VPN) to broadcast interactive digital content to point-of-sale devices. Partner with executive management team in plotting business strategy, marketing direction, and pricing. Devise action, operating, and market launch plans; establish and maintain company focus and strategic direction; oversee tactical execution of business expansion initiatives; and manage day-to-day operations and staff. Recruited top performers to strengthen overall sales, marketing, and operations functions. Formulate aggressive advertising strategies targeting gas stations, banks, hardware providers, and advertisers. Coordinate competitive intelligence, market research, forecasting, and related efforts.

- Instrumental in leading the company through a critical growth phase, taking a simple idea from initial conceptualization and R&D through pre-launch marketing, business development, and product deployment.
- Ignited company growth by closing substantial deals with major customers and strategic alliances.
- Won support from industry's largest hardware platform providers, closing contracts valued up to \$300 million in the petroleum, banking, and retail segments.
- Created a financial analysis team to continually monitor fiscal integrity.
- Led a complete restructuring and reorganization of the media sales team in order to meet specified objectives more effectively.
- Directed product line extension and business development efforts with automobile manufacturers utilizing IEEE 802.11b to reduce communication costs and increase bandwidth.

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COMPANY NAME, Miami, Florida • 1998-1999 VICE PRESIDENT, MERGERS & ACQUISITIONS

Led project teams in managing a \$1.2 billion portfolio of merger, acquisition, and divestment projects worldwide. Collaborated with Treasurer to evaluate viable M&A opportunities; reviewed and analyzed financial statements and performed extensive due diligence activities. Directed cross-functional teams through transaction process and negotiations.

- Played key role in the Company Name/Other Company merger: Developed and executed fast-track process that led to a highly successful series of dispositions (\$150 million in assets) required to gain FTC approval for the merger.
- Uncovered \$20 million annual EBITAD enhancements during the due diligence process preceding divestment of a billion-dollar refinery and petrochemical complex.
- Managed \$300 million acquisition of Asian chemical manufacturing assets.

COMPANY NAME, Miami, Florida • 1981-1998 DIVISION PRESIDENT, LUBRICANTS (1996-1998)

Selected to engineer a complete operational turnaround of the company's \$200 million worldwide lubricants business, which was losing \$5 million annually. Held full P&L responsibility and managed 300+ personnel in manufacturing, R&D, human resources, purchasing, finance, marketing, and sales. Rationalized and grew distribution network, restoring profitability and division integrity in under 12 months.

- Grew revenues more than \$10 million—boosting shareholder value by \$60 million—by increasing market share, cutting costs, and enhancing overall efficiency.
- Achieved a 20% return on capital and an \$18 million turnaround in NIAT.
- Reduced raw material costs 15% and decreased production waste to less than 1%.
- Increased plant productivity over 20% and on-time deliveries to 97%.
- Strengthened Sales, Marketing, and R&D departments and boosted staff morale by recruiting high-performance talent, repositioning management roles, and instituting bonus incentive programs for both non-union/union staff.
- Completed resource-intensive ISO 9001 implementation during simultaneous integration of SAP software and major company turnaround.
- Grossed \$60 million from the sale of the business to Other Company, more than triple the amount predicted by the corporate executive committee.

VICE PRESIDENT, SALES AND MARKETING, CHINA (1995-1996)

Championed sales and marketing efforts in China for a \$1.3 billion petroleum refining joint venture based in the Fujian province. Directed a cross-functional team of 10 Chinese nationals and expatriates in the development and execution of market entry strategy and business development for the southern coastal China segment. Evaluated market conditions and positioned brand by coordinating extensive qualitative and quantitative consumer research throughout China.

- Led international business expansion by structuring a \$200 million marketing joint venture to establish major retail gasoline business in southern coastal China.
- Built a lubricants import business that yielded \$1 million in new revenue in its first year.
- Drove business by structuring and closing a number of smaller joint ventures throughout the region.
- Overcame substantial obstacles in building and structuring business development deals, including restrictive government conditions, heavily regulated sanctions, and introduction of American business into a Communist climate.

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COMPANY NAME, Miami, Florida • 1981-1998 MANAGER, BUSINESS SERVICES (1995)

Controlled strategic planning, marketing, financial analysis, pricing, hedging, and information technology for the \$6 billion domestic sales operations.

- Key contributor to the executive management team that redirected company focus and orchestrated transition from sales/merchandising-based approach to an aggressive, targeted brand marketing organization, contributing substantial gains in business revenues.
- Implemented EVA methodology to re-engineer \$100 million capital planning, evaluation and real estate management process.
- Cut product costs 10% by spearheading a supply chain rationalization initiative including complete reformulation of the gasoline product. Reorganized department operations and reallocated sales territories.

MANAGER, SYSTEMS INTEGRATION (1994)

Took control of a floundering \$50 million project to establish a new IT platform and management system for the retail marketing division. Redefined project scope, outlined action plans, established time lines, and assembled multi-disciplinary team of 100 IT specialists, business leaders, and vendor professionals.

- Brought new system online under budget and within forecasted schedule requirements; system implementation captured annual savings of \$5 million.

Sales Manager, Lubricants, 1990-1991 • Manager, Financial Evaluations, 1992-1993
International Transportation Manager, 1988 • Brand Manager, Lubricants, 1989
Regional Engineer, 1985-1986 • Crude Oil Supply Negotiator, 1987
Project Engineer (Detroit), 1981-1982 • Territory Manager (Detroit), 1983-1984

Early experience as the Assistant City Engineer for the City of Palm Beach, Florida.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION — MARKETING & FINANCE
University of Florida, Graduate School of Business

Key contributor to the University of Florida CEO Roundtable, a group of senior executives that meets regularly to discuss business challenges, review industry trends, and develop strategy.

BACHELOR OF SCIENCE — ENGINEERING
University of Florida