

PHILIP JOHNSON

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PROFILE

Proven leader. Broad range of success as senior executive in diverse enterprises: telecommunications start-up COO, manufacturing division president, and international business development vice president. Demonstrated ability in turnaround situations. Established record of achievements in sales, marketing, strategic planning, manufacturing, M&A, and finance.

PROFESSIONAL HISTORY

Executive Vice President (1999 to present) Company Name, Brandon, FL

Responsible for Sales, Marketing and Business Development for telecommunications start-up. Report to CEO, member of executive management team. Recruited team of 20 high performers to strengthen organization. Established overall business strategy, marketing direction and pricing. Assumed role of COO to focus organization on achieving near term goals.

- Reorganized media sales team to achieve objectives.
- Led telematics product line extension and business development efforts.
- Closed major customer and partner contracts that positioned company for growth.
- Negotiated investments and established financial analysis team.

Director, Mergers & Acquisitions (1998 to 1999) Company Name

Reported to Group Vice President Mergers & Acquisition. Led project teams responsible \$1.2 billion portfolio of merger, acquisition and divestment projects worldwide.

- Developed and executed a fast-track process that led to a highly successful series of dispositions required to gain FTC approval for the Company Name merger.
- Uncovered significant EBITDA enhancements during due diligence process to sell a billion-dollar refinery and petrochemical complex.
- Assembled and led team to acquire chemical manufacturing assets in the Asia.

Division President, Lubricants (1996 - 1998) Company Name -- 1981 to 1998

Reported to Group Vice President, Marketing. Full P&L responsibility for \$200 million worldwide lubricants business. Led 300 staff in manufacturing, R&D, HR, purchasing, finance, marketing, and sales. Achieved 20% return on capital, an \$18 million turnaround in NIAT. Raised customer and employee satisfaction to historic highs. Increased shareholder value by \$60 million. Sold business to Other Company in July 1998.

- Achieved double-digit net income growth.
- Rationalized and grew distribution network.
- Reduced raw material costs 15% and production waste to less than 1%.
- Recruited high performance talent to strengthen Sales, Marketing and R&D departments.
- Increased plant productivity over 20% and on time deliveries to 97%.
- Introduced a Balanced Scorecard to improve communication.
- Completed ISO 9001 implementation.
- Grew revenues \$10 million.

VP, Sales & Marketing, China (1995 - 1996)

Reported to President Company Name Orient. Led Chinese sales and marketing efforts for a \$1.3 billion petroleum refining joint venture in Fujian province. Directed team of 10 Chinese nationals and expatriates from offices in Hong Kong. Developed market entry strategy and led business development efforts in southern coastal China.

- Negotiated \$200 million marketing joint venture to established major retail gasoline business.
- Initiated first coastal retail gasoline marketing joint venture.
- Conducted qualitative and quantitative consumer research throughout China to position brand.
- Established lubricants import business.

Manager, Business Services (1995)

Reported to Vice President Sales. Led 50-person team that provided strategic planning, marketing, financial analysis, training, pricing, hedging and information technology for \$6-billion domestic sales operations. Led supply chain rationalization that reduced product costs by 10%.

- Directed implementation of marketing department reorganization and implementation of a brand management process.

Manager, Systems Integration (1994)

Reported to Vice President, Marketing. Organized 100-person team of information technology specialists, business leaders and vendor professionals. Led \$50 million project to provide new information technology platform and management system for retail marketing division.

- Implemented new system on time and under budget, expected annual savings of \$5 million.

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

City of Palm Beach, Florida 1979 - 1981

PERSONAL

Married with two young children. Active in Boy Scouts. Youth Soccer Coach.
University of Florida CEO Roundtable, Member.

EDUCATION**UNIVERSITY OF FLORIDA, GRADUATE SCHOOL OF BUSINESS**

Master of Business Administration, Marketing & Finance, 1989

UNIVERSITY OF FLORIDA

Bachelor of Science, Engineering, 1979