

# Jerome B. Johnson, Sr.

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## **Profile**

During the past 29 years I've been involved in a number of corporate and entrepreneurial activities.

Possess strong analytical, problem solving, creative, interpersonal, team building, and communication skills.

Successful small business entrepreneur with extensive experience in business management, marketing, advertising, finance, budgeting, sales forecasting, and human resources.

Accomplished senior management professional with a career spanning the steel, banking, automobile, insurance, and non-profit sectors in the U.S.

## **Education/Certifications**

University of California- Irvine, CA

University of Southern California, Los Angeles, CA

AACSB International Bridge Program

Professional Qualification (PQ), January 2011

Clark Atlanta University-Atlanta, GA

Masters of Business Administration, Finance, May 1985

Purdue University-West Lafayette, IN

Bachelor of Arts, Communications & Public Relations, May 1981

## **Professional Licenses**

\*Certified Life Underwriter (CLU)

\*Series 6 & 63 Securities License

\*Registered Representative

\*Property & Casualty Insurance License

\*Life & Health Insurance License

\*Mortgage Brokers License

## **Professional Experience**

### **PRESIDENT& CEO**

**Johnson Insurance Agency, Inc., Atlanta, GA (2005- Present)**

Actively providing insurance and financial service products through the State Farm marketing network. Market, sell, and service clients with a team of 6 insurance professionals. Crafted current business plan that allows flexibility based on market conditions. Developed marketing strategy that consists of print, TV, billboard, and direct mail advertising. As team leader, responsible for directing the following team activities: developing sales leads, scheduling sales appointments, identifying customer needs, and marketing appropriate products and services.

\*Currently generate over \$4.5MM in written insurance premium.

\*Legion of Honor Agent at Bronze Tablet

**AGENCY FIELD CONSULTANT**

**State Farm Insurance, Duluth, GA (2002-2004)**

Responsible for recruiting, hiring, and training new State Farm agents. Provided business management, accounting, finance, marketing, budgeting, and advertising support to existing agents. Introduced 2 new businesses (Banking & Mutual Funds) into the existing agency model. Customized sales ideas, and systems, to help individual agents achieve sales and profit goals. Managed agency field office budget of over \$1.2MM.

\*Consistently exceeded new agent production goals.

\*Increased number of Registered Representatives 40%

\*Increased number of Bank Certified Agents 30%

**PRESIDENT & CEO**

**Johnson Insurance Agency, Inc., Atlanta, GA (1994-2001)**

Directed a startup insurance agency through the State Farm marketing network. Recruited, hired, and trained a team of 3 people to assist in agency operations. Developed a business plan that allowed the agency to exceed 5 year sales projections in less than 3 years.

\*Grew agency from zero written insurance premium dollars to over \$2MM in less than 5 years.

\*Top Health Trainee Agent in Georgia(1994)

\*Top 100 New Agents in USA(1994)

**MARKETING COORDINATOR**

**Ford Motor Company, Lincoln Mercury Division, Atlanta, GA (1993-1994)**

Executed corporate marketing plans, and sales initiatives, aimed at Lincoln-Mercury dealers in the Southeast. Directed promotional ride and drives; product and brand focus groups; and promotional vehicle giveaways.

\*Designed market analysis that helped increase market share in the South Florida market.

\*Selected to Regional Manager's business plan committee

**MARKET REPRESENTATION MANAGER**

**Ford Motor Company, Ford Division, Orlando, FL (1992-1994)**

Responsible for handling the assignment, resignation, and termination of Ford dealers in Florida. Duties also included: determining franchise investment requirements, structuring site control agreements and facility purchases, assessing the character, capacity, capital and credit of potential franchisees.

\*Consistently exceeded annual new dealer placement goals.

\*Consistently exceeded minority dealer placement goals.

\*Streamlined process that determined optimal number of new dealers needed to achieve market share.

**SALES OPERATIONS MANAGER**

**Ford Motor Company, Ford Division, Orlando, FL (1991-1992)**

Controlled the vehicle scheduling, and distribution function, for over 300 Ford dealers in Florida. Supervised 6 senior level distribution managers. Managed a \$500,000 operating budget. Developed annual business plan, and industry forecast, to determine share of plant production for Florida.

\*Elevated standards of distribution quality by establishing planned daily activities for each manager.

\*Reduced shipment time to dealers through weekly staff accountability meetings.

\*Streamlined annual operating costs by controlling gas usage of all field consultants.

**BUSINESS MANAGEMENT CONSULTANT**

**Ford Motor Company, Ford Division, Jacksonville & Orlando, FL (1987-1991)**

Responsible for the market share, and profitability of Ford dealers in Florida. Utilized comprehensive financial and expense analysis systems. Organized print, radio, and TV advertising. Coordinated individual dealer sales promotions, and dealer group promotions, within targeted markets in Florida.

\*Promoted to 4 major markets in less than 3 years.

\*Raised the volume of retail sales, and profits, through timely merchandising activities, and highly monitored expense controls.

\*Added 3 new minority dealer prospects to dealer prospect pool.

**COMMERCIAL BANKER**

**Trust Company Bank, Atlanta, GA (1986-1987)**

Designed cash management systems for middle market corporations that allowed them to optimize daily cash flow. Assisted companies in making effective trade-offs between increased cash flow, bank fees and convenient access to cash. Monitored account balances in order to invest excess cash in short term investment instruments. Responsible for creating new business through cold calling and referrals.

\*Consistently met or exceeded sales expectations.

\*Upgraded client contact process to provide increased contact frequency.

\*Increased account retention rate by 25% by focusing on Trust Company's investment returns.

**CREDIT ANALYST**

**Trust Company Bank, Atlanta, GA (1985-1986)**

Involved in applying the basic skills associated with credit analysis, credit decision making, and loan administration.

\*Selected to train and guide new agents.

\*Consistently chosen to make credit presentations to the Senior Executive Loan Committee.

**INSIDE SALES/CUSTOMER SERVICE REPRESENTATIVE**

**Inland Steel Company, Chicago, IL (1981-1983)**

Executed critical function of sales, order entry, mill scheduling, and customer service. Provided integral planning data to purchasing agent regarding product availability and order flow. Assisted middle market steel vendors with creating pricing discounts through volume ordering, and improved inventory control.

\*Created format that improved delivery performance to major accounts.

\*Improved relationship with mill personnel by creating monthly "Lunch & Learn" meetings.

**Current Activities/Affiliations**

\*Operation P.E.A.C.E., Board Treasurer

\*United Way V.I.P.

\*National Black MBA Association

\*Clark Atlanta University Alumni Association

\*Purdue University Alumni Association

