

Brian Paul Johnson

San Francisco, California 94121 • (415) 606-6009 • bpj172001@yahoo.com

SUMMARY OF SKILLS & QUALIFICATIONS

Management experience with diverse international & domestic sales.
Results produced by creating and adapting new marketing & sales strategies.
Superior sales performance through above quota results.
Leader with ability to train & motivate sales executives to exceed expectations.
Aptitude to maximize existing accounts by analyzing client needs.
Ability to generate new accounts by capitalizing on market opportunities.

PROFESSIONAL EXPERIENCE

03/05- present

DISK WORKS INC. (*DVD/CD-ROM manufacturing & logistics company*), Baldwin Park, CA

VERTICAL STREAMING, INC. (*Internet/ multimedia services; sister company of Disc Works, Inc.*)

REGIONAL SALES MANAGER/VICE PRESIDENT/ SALES & MARKETING

- Manage, recruit & train sales executives
- Create & execute cold-calling campaigns which have resulted in 50+ new key accounts, such as: *Disney, MagellanGPS, Adobe, Google, U.S Army & the Rand Corporation*
- Launch international sales campaign acquiring over 20 new accounts including: *City University of New York, California Association of Realtors, The Education and Training Company (Australia) & The Insurance Education Association*
- Operate existing and new accounts, averaging a 37% yearly manufacturing & product fulfillment sales increase since 2005
- Direct transition of sales focal point from CD & DVD manufacturing to technology sales
- Devise sales & marketing campaign for new video streaming technologies
- Write sales & customer service protocols

GUELTIG KORKEN (*Manufacturer & broker of closure & bottling products*), Heilbronn, GERMANY

02/03 - 02/05

INTERNATIONAL SALES MANAGER

- Directed sales & operations for agents in the USA, Canada, Mexico, England, Australia and New Zealand
- Created marketing budget & set sales forecast for each territory
- Managed key accounts increasing key account sales approximately 17%
- Implemented custom sales strategies for each territory, resulting in a 29% overall increase of sales
- Procured new vendors and strengthening of relationships with existing vendors in Portugal, Italy & Spain
- Launched new synthetic cork product, resulting in the sale of over 1,500,000 bar-top corks in the first year

LOTT FEINPAPPENWERK (*Manufacturer of specialized paperboard products*), Achern, GERMANY

08/02 - 01/03

INTERNATIONAL SALES PROJECT LEADER

- Analyzed potential for specialized paperboard for North American Market from German headquarters
- Devised & implemented sales and marketing strategy, increasing new client sales by 18% and existing sales by 12%
- Trained customer service on business standards & protocols within North American market
- Created marketing brochures and literature for the North American market

OPTIMAX (*CD-ROM Manufacturer*), Los Angeles, CA

03/00 - 03/01

VICE PRESIDENT OF SALES

- Led sales & marketing team to a 40% production increase and generated a 60% revenue increase over previous year
- Created sales forecasts & marketing campaign to utilize industry data, product positioning & pricing to attain sales goals
- Negotiated vendor and customer alliances which significantly reduced company overhead
- Analyzed & identified ways of placing CD-ROMs into untapped markets, resulting in increased product profitability
- Organized in-house and on-site fulfillment operations for Optimax and client companies

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DISC PRODUCERS, INC. (*CD-ROM, print & packaging broker*), Monrovia, CA

08/98 - 03/00

SALES MANAGER

- Managed and facilitated key account sales generating a 35% increase in sales in the first six months
- Negotiated product cost with CD-Rom, Print and packaging vendors for resale
- Assisted in the consolidation and improvement of production flow reducing individual project costs and increasing profitability
- Initiated sales and marketing efforts which acquired 70 + new clients in 15 months

3T & ASSOCIATES (*Import/Export Company*), Monrovia, CA

(consultant) 06/97 - 08/98

DEPARTMENT HEAD (for both Packaging & Soda Blaster Divisions)

- Created and executed sales & marketing campaigns for both Packaging and Soda Blaster Divisions
- Developed relationships with packaging vendors increasing product line and decreasing internal costs by 40 %
- Trained new sales representatives in cold calling and sales techniques, which led to a 25% increase in new clients in the first month
- Established a client and vendor base in Mexico

COURTESY EMPLOYMENT SERVICES, INC. (*industrial & executive placement firm*), Arcadia, CA

02/95 - 05/97

ACCOUNT EXECUTIVE

- Increased weekly revenue from 22K to 63 K over previous year with aggressive client development
- Expanded client base 300 % in first 6 months through aggressive cold calling and marketing
- Established, implemented and managed on-site staffing program resulting in upwards of 120 new employees on payroll
- Business development efforts distinguished the Arcadia Branch Office as “Best in the West” in 1996

EDUCATION

Inlingua Sprachschule (Deutsch – Mittelstufe / B.A. Equivalent) Ulm, Germany
Associate of Arts Degree, Liberal Arts (Sociology) Fresno City College
US Army Logistics & Supply School

SKILLS/ OTHER

Proficient in Microsoft Office & various sales generation & presentation software programs
Fluent in German (*written & verbal*)
Seasoned Exhibitor at 75 + trade shows worldwide
Acting Battalion Supply Sergeant, US Army (Honorable Discharge)