



Judy Key Johnson

Career Summary

Business and marketing consultant and interim executive combines operational experience at presidential and senior executive level with creative analytical skills, disciplined processes, financial education and VC-backed company experience. Internet marketing expertise. Energy and enthusiasm are a bonus.

Professional Experience

Key Marketing Group, an affiliate of Cerius Consulting Group 2003 - present

President: Founder of full-service marketing company. Marketing assessments, corporate marketing roadmaps and budgets, strategy and identity, logos and branding, Web sites, collateral, advertising, PR.

Search Engine Optimization: Full SEO services with proprietary tools for optimal keyword selection and achieving/maintaining high search engine ranking. Active in SEO since 1997, the beginning of the industry. Frequent speaker on topic of SEO and other internet marketing programs.

Cerius Consulting 2003 - present

Partner: Past Cerius executive positions include Vice President of Marketing; Chairman of Interim Executive Practice; and Member of Executive Committee. Business and marketing consultant for projects and interim/part-time engagements.

Assignments (partial list):

Part-time Chief Operating Officer, video game developer/publisher: Fifteen-month assignment to position video game company for anticipated due diligence from new investors. Supporting assignment as CMO to launch video game; increased web site page views from 20,000 to 900,000 a month.

Interim VP of Marketing, software company: Eleven-month assignment at \$15 million, 10-year-old application software company. Established marketing department, defined positions, mentored and hired employees including employee marketing executive. Personally re-named company and developed complete branding kit. Established many marketing best practices, leaving a "tool kit" at end of assignment.

Outsourced marketing department, aircraft parts company: Ongoing assignment to provide complete marketing services to \$20 million parts distributor and manufacturer, including Web site, sales collateral, advertising, search engine marketing.

FieldCentrix Inc., wireless application software company 1996 – 2002

Senior Vice President, Marketing: Responsible for business strategy and planning, market development, product marketing, alliances and marketing communications. Created integrated corporate identity program.

- Established company as dominant brand in market on very limited marketing budget through personal development of industry analysis and press relations and unique messaging.
- Authored white papers on metrically-based ROI that were published by two leading industry analysts as their own analysis, establishing top credibility with Fortune 500 prospects.
- Supervised more than 100 events; authored over 120 press releases and articles.



Clear. Focused. Persuasive.

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President, Member of Board of Directors: First full-time president of FieldCentrix. Led market analysis and development of business plan. Supervised product prototype.

- Successfully led initial private placement funding of \$1 million and first-round venture capital funding of \$3.5 million. Presented to more than 20 VC groups.
- Initiated and completed two patent applications; co-holder of mobile UI patent.
- Led product management, creating an entirely new class of mobile wireless products.

IBM Corporation

1977-1996

Program Director, SAP Project Office: Responsible for selecting and implementing an integrated software package (the SAP R/3 client/server system) to replace multiple manufacturing and financial software programs for IBM's Storage Systems Division, a \$3 billion hard disk drive manufacturing company.

- Five projects completed; each on time, on scope, on budget; installed in 35 countries.
- Managed a \$25 million annual budget and 110-person team on three continents.

OEM Worldwide Business and Financial Operations Manager: Established and managed worldwide administrative and financial operations for the startup OEM disk drive business.

- Managed operations during OEM revenue growth from \$212 million to \$1.2 billion.
- Set up operations departments in North America, Europe and Japan with staff of 80.
- Responsible for pricing (and re-pricing on weekly basis) this volatile product line.

System-Managed Storage Software Market Support Center Manager: Established the first software product marketing group in an IBM development division. Responsible for product announcements, user group relations, press and consultant relations, marketing tools, user groups and vendor relations.

- Created 50-person technical marketing organization with international scope.
- Created new software class "system-managed storage" that became industry term.
- Doubled revenue in four years to more than \$200 million; increased market share from 15% to 35% in same period.
- Represented division as spokesperson at multiple press and analyst events; voted top speaker by attendees at 3-day Gartner Group conference on storage products.

Software Development Product Manager: Third-line product manager. Responsible for product P&L, development, customer support and marketing.

- Managed product set with \$30 million annual revenue.
- Increased market share from 33 percent to 43 percent in one year.

Administrative Assistant to Corporate Executive Vice President for Communications: Developmental staff assignment at IBM corporate headquarters, Armonk NY.

- Supported corporate communications initiatives including press and analyst events.
- Identified requirements and initiated technical development of worldwide database search and retrieval system. Recognized with IBM corporate award.

Large Systems Sales Representative: Progression of responsibility on a four-sales-rep, 13-member team to Lockheed Missiles and Space Company.

- Exceeded quota each of six years.
- Set IBM worldwide sales record for color terminals five years in a row.

EDUCATION

San Jose State University, San Jose CA
Pomona College, Claremont CA

MBA Finance
B.A. Biology