



## 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 venture-funded company experience. More than twenty-five years of experience in application software.

### Professional Experience

#### Key Marketing 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, and public relations. Expert in both traditional and online media.

*Search Engine Optimization:* Full SEO services with proprietary tools for optimal keyword selection and achieving and maintaining high search engine ranking. Active in SEO since industry infancy in 1997.

*Interim Executive 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 more than 925,000 a month.

*Part-time Vice President of Marketing, software company.* Eighteen-month leadership position in helping start-up software company develop product and market strategy, lead generation, and hiring of initial sales staff for mobile and web-based application software.

*Interim Vice President 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. 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 distributor.* Ongoing assignment to provide complete marketing services to parts distributor and manufacturer, including web site, sales collateral, advertising, and search engine marketing. Supported company growth from \$14M to \$30M in four years, with strong participation in development of sales outside of the U.S.

#### FieldCentrix Inc., wireless application software company

1996 – 2002

*Senior Vice President, Marketing:* Responsible for business strategy and planning, market development, product marketing, business development, product alliances and marketing communications. Created integrated corporate identity program that garnered top recognition, including Gartner Magic Quadrant.

- 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 more than 120 press releases and articles.
- Initiated and completed two patent applications; co-holder of mobile UI patent.
- Led product management, creating an entirely new class of mobile wireless products

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



Clear. Focused. Persuasive.

- 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.
- Wrote every word of three business plans that resulted in \$37 million in venture funding and eventual sale of company for \$200 million.

## 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 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 and managed 80-person operations departments in North America, Europe and Japan.
- Responsible for pricing (and re-pricing weekly) 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; 225% increase in market share.
- Represented division as spokesperson at multiple press and analyst events; voted top speaker by attendees at three-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.

- Completed IBM's renowned 18-month sales training program for top tier sales personnel
- 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  
BA Botany/Biology

## SOFTWARE PATENTS (co-holder)

Mobile User Interface (workforce automation)  
Entertainment Workflow Software

1999  
2005

## BOOKS (co-author)

Find Lost Revenue: Uncover Hidden Causes to Common Sales and Marketing Problems 2009