



Clear. Focused. Persuasive.

Judy Key Johnson

Summary

Judy brings Key Marketing Group clients an exceptional range of business experience and education. After earning a MBA in Finance, Judy spent 19 years at IBM, progressing from sales representative to an executive with international responsibility. She moved to a small startup as president; the company raised \$35 Million in venture funding. After sale of the company Judy started Key Marketing Group in 2002.

Professional Experience

Key Marketing Group

2002 - present

President: Founder of full-service marketing company. Brings exceptional business and financial perspective to marketing clients, with a focus on increased revenue and margin. Services include brand positioning, development of long term marketing plans and budgets, web sites, collateral, advertising, logos and graphic design, video. 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.

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: Founding 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.



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- Wrote every word of three business plans that resulted in \$37 million in venture funding and eventual sale of company for \$60 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