

# JEFFREY L. JOHNSON

- Dynamic leadership for fueling B2B growth -

Residence: Downingtown, PA    Cell: 267-314-2645    Email: jeffjkkt@comcast.net  
LinkedIn: [www.linkedin.com/in/jeffreyljohnson713](http://www.linkedin.com/in/jeffreyljohnson713)    Website: [www.jeffreyljohnson.com](http://www.jeffreyljohnson.com)

---

## PROFESSIONAL PROFILE

Action-oriented business development and marketing professional with 20+ years of hands-on experience in entrepreneurial environments. Implemented transformational change efforts to drive top line growth from start-up to \$200 million. Track record of successfully fueling business growth through a blend of market penetration, market development, product development, and diversification. Demonstrated leadership in brand management, web marketing, traditional marketing, and B2B sales and relationship management. A results-oriented business builder bringing creativity balanced with a process-oriented, analytical mentality.

### KEY STRENGTHS

**Leadership** – Create the plan, lead by example, possess high EQ  
**Urgency** – Intense focus and proactivity to obtain results  
**Creativity** – Eager to put forth innovative and original ideas  
**Collaboration** – Seek perspectives and include others  
**Communication** – Frequent, clear, enthusiastic, and motivating  
**Judgement** – Assess risk, reward, and value to the company  
**Integrity** – Strive to build trust through honesty and respect

### FUNCTIONAL EXPERTISE

Business Start-Up & Turnaround  
Strategy Development & Execution  
Marketing & Brand Management  
Website Creation & Content Management  
Product Commercialization & Management  
Business Analysis & Process Engineering  
Project Management

---

## CAREER HISTORY

### **Remcon Plastics, Reading, PA**

**2014 – 2017**

A small-sized, B2B, family-owned manufacturing company producing plastic material handling and packaging products for the food, pharmaceutical, and general manufacturing industries.

#### *Vice President of Business Development*

Led marketing, sales, customer service, growth initiatives, product management, and intercompany collaboration efforts that increased sales, margins, and profits. Managed 6 people.

- **Introduced new products that contributed 11% of sales** - Began a program of proactive product development to expand the offering.
- **Increased gross margin by 10%** - Analyzed and adapted product pricing, deleted unprofitable and low volume products, and worked with manufacturing to identify and implement projects to lower costs.
- **Defined and showcased the brand and key value propositions in a new remcon.com B2B website** - Created 6 distinct ways to capture leads, content for 180 products, and calculators quantifying the savings compared to competitive products.
- **Increased profits over 155% from 2014** - Top line and bottom line improvement efforts made 2015 and 2016 two of the most profitable years in the company's history.

### **New Pig Corporation, Tipton, PA**

**1991 – 2013**

A medium-sized, B2B, family-owned manufacturing company producing plastic absorbent products and reselling material handling, safety, janitorial, and maintenance products into the manufacturing industry.

#### *Vice President of Operations & CIO*

*2001 – 2013*

Transformed the company from primarily a catalog marketer to a leading B2B e-commerce merchant. Developed web-based solutions to improve operations. Managed 30 people.

- **Leveraged technology to create a robust global e-commerce presence contributing 25% of sales**
  - Designed and managed the functionality and user interface of the newpig.com B2B e-commerce website.
  - Implemented SEO, PPC, remarketing, lead generation, content management, and data automation initiatives.
  - Provided brand-aligned B2B e-commerce solutions for 3 US and European subsidiary companies.
- **Embarked on a relentless campaign to reduce company-wide waste and create web-based capabilities**
  - Built a manufacturing training system which reduced production errors by 38% and costs by 4%.
  - Created a warehouse pick and ship application which reduced forklift travel time by 32%.
  - Reduced errors and increased speed to market by over 300% with a product introduction workflow application.
- **Restructured global facilities and operations to improve efficiencies and allow for growth**
  - Opened 31,000 sq. ft. UK sales, marketing, & fulfillment facility to replacing 3 smaller units.
  - Directed \$4,000,000 project to renovate 65,000 sq. ft. of a functionally inadequate, aging US campus.

*Assistant to the CEO & President*

1999 – 2001

- **Led a comprehensive turnaround of a US subsidiary** - Made a \$10,000,000 struggling company profitable. Assessed the management team, improved service levels, reduced production errors, and consolidated product offer by 40%.

*Director of International Operations*

1996 – 1999

- **Transformed UK subsidiary into an \$8,000,000 direct marketing entity** - Led the effort to grow an existing distributor-based sales company into a multichannel marketer.
- **Grew continental Europe sales from \$1,500,000 to \$4,500,000** - Created a subsidiary in the Netherlands for distributor sales, support, and product fulfillment.
- **Redesigned packaging for 480 New Pig products** - Saved \$400,000/year and improved the product offer. Focused on brand consistency, sales channel needs, inventory cost/complexity, and durability in transit.

*Product Marketing Manager*

1991 – 1996

- **Built an entire new product category for a B2B direct marketing company** - Developed strategy and grew sales of an industrial safety products line from \$300,000/year to \$2,800,000/year. Utilized market research, stage-gated product development, and product merchandising to create 12 product lines.

**NONPROFIT**

**Phi Sigma Pi National Honor Fraternity, Lancaster, PA**

**1988 – 1996**

A small, nonprofit organization with undergraduate chapters located at 4-year colleges and universities.

*National President*

1990 – 1996

*National Vice President of Chapter Development*

1988 – 1990

- **Coordinated comprehensive turnaround of a 70-year-old nonprofit organization** - Grew from 250 members at 5 collegiate chapters and a \$5,000 budget to 3000 members at 70 chapters and a \$650,000 budget. Transformed all volunteer organization to staff-based. Coordinated the building of a \$500,000 headquarters facility.

**EDUCATION & AREAS OF EMPHASIS**

**Degrees:**

MS, Biochemistry, University of Pennsylvania (1990)  
BS, Biochemistry, Millersville University (1987)

**Industries/Areas:**

Plastics, Manufacturing, Material Handling, Food & Pharmaceutical Packaging, Industrial Equipment & Supply, Safety, Janitorial, Maintenance, B2B, International, Higher Education, Nonprofit