



Christopher L. Johnson

Summary

Chris Johnson has been a successful Sales & Marketing Executive in Europe and the US, with a history of launching new products & positioning companies in new markets. He is a team builder and inspiring coach in highly competitive environments.

He has had a progressive career, from European Marketing Manager, to National Sales Manager, to VP Sales & Marketing, and now a consultant and sourcing agent, with more than 20 years experience in the Dimensional Stone Industry.

Professional Experience

1991-present

THE LINLEY COMPANY

New York City

Principle, in an *Independent Sales & Consulting Firm* (www.linley.com)

The sole US agent for factories in Italy, Brazil, India and China, providing sourcing solutions for stone distributors in the US and Canada.

- In 2003, introduced GREIN ITALIA, a long established and well regarded Italian factory, and in 2005, introduced GREIN BRASIL, a totally new subsidiary company.

As Consultant, wrote or co-wrote more than half dozen marketing plans which led to the creation of a number of businesses. Summary of previous stone related projects;

- 1993; Consultant & Author of Preliminary Marketing Plan, for Peter D'Amico, Classic Stone, Inc.
- 1993; Consultant & Author of Distribution & Marketing Plan for Tiara Marble Corp
- 1994; Consultant & Author of Marketing Portion of "Granite Tile Manufacturing Facility Feasibility Study", a report written for the Atlantic Canada Opportunities Agency
- 1998; Consultant & Author of Marketing Portion of "NF&L Dimensional Stone Industry: Strategic Planning Document", which ultimately contributed to the creation of Epoch Rock Inc.
- 2001/2; co authored Marketing Plan for Epoch Rock Inc.
- 2006; as Consultant, performed Field Market Survey for Gemme Manicouagan Inc. to determine a "go/no go" investment decision required to exploit a newly found granite in northern Quebec, including a suggested marketing distribution strategy.

2001 – 2003

EPOCH ROCK INC.

New York City

Vice President, Sales & Marketing

- Prepared marketing plan & launch of startup, oversaw all sales & marketing activity, negotiated \$3.2 Million per year agreement with major New York area importer within the first year. The company reached break even within 12 months of starting production.

1988 - 1991

WALKER ZANGER.

New York City

National Sales Manager

- First to hold this position, created a professional sales department (14 outside and 7 inside), with a complete sales management system and full sales tools.
- Average sales growth during tenure was over 30% per annum.
- Created “Super Distributor” program that was model for company customer relationships for years to come.
- Responsible for sales launch of Limestone & Tumbled Marble (first to do so in the East) with extensive training programs, newsletters and promotion, making it the industry standard.

1987

WMF Geislingen.

West Germany

National Sales Manager

- Prepared launch of major European Cutlery manufacture into US hotel/restaurant market.

1980 - 1986

ONEIDA LTD

New York & London

Marketing Manager

- Created joint promotion with House of Fraser stores, Rover Ltd, & Oneida to promote “Best of British” - a successful new product launch leveraged on larger companies’ participation.
- Revamped all POP materials for UK operation, including packaging, literature and promotional tagging, and redesigned company own shop-within-shop retail outlets.
- Results of these and other efforts produced a 32% increase in 2 years.
- Created Marketing Services Department in the US headquarters, which combined marketing research, sales analysis and competitive intelligence unit. Invented a “time & territory” management program that increased sales efficiency and territory planning.
- Part of Strategic Planning Team that would do onsite assessments of M&A candidates for strategic fit to overall corporate business units.

Education

BS, Industrial Economics - 1979

Union College, Schenectady, NY

MBA – 1980

Union Graduate College, Schenectady, NY

post-grad studies in Corporate Finance - 1980

NYU Graduate School of Business, NY