



Christopher L. Johnson

Summary

Chris Johnson has been a successful Sales & Marketing Executive in Europe and the US, with a history of launching products & positioning companies in new markets. He is a team builder and inspiring coach in for-profit and not-for-profit environments.

He has had a progressive career, from European Marketing Manager, to National Sales Manager, to VP Sales & Marketing, and now an independent agent for various overseas factories in an extremely competitive industry. Also charity minded, he just concluded a 6 year term as member of the Board of Trustees, and Warden, of the Cathedral of St. John the Divine, in New York City.

Not-for-profit experience

CATHEDRAL OF ST. JOHN THE DIVINE **New York City**

1998-2009; Warden of the Vestry and 2002-2009; member of Board of Trustees

As Warden, along with the Vicar, comprise the leadership team that is responsible for parish governance. Specifically built the next generation of leadership to deepen the bench, and guided all efforts in doable and sustainable programming. Has been the most elected officer in the history of the Congregation (5 times).

As a member of the parent Board of Trustees, Chris represents the Congregation's interests to the Board, and also participated in two major and just completed initiatives;

- the land use initiative to lease two underutilized sites on our 11 acre campus in order to generate a long term revenue stream sustaining the Cathedral and its programs.
- the just completed restoration of the Cathedral after a major fire in 2001, which resulted in both a \$40 million dollar post fire clean up, and almost \$20 million in necessary repairs to the buildings and grounds and other initiatives that would make this campus and world-renowned institution more welcoming.

For-Profit Experience

1991-present **THE LINLEY COMPANY** **New York City**

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

- Currently the sole US agent for factories in Italy, Brazil, India and China. In 2003, introduced GREIN ITALIA, a long established European company, and in 2005, 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.

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.

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