



Christopher L. Johnson

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Profile

Executive with proven success record on both sides of the Atlantic, with specific strengths relating to;

- **Strategic Planning:** a long history of launching & positioning companies in new markets, and defining overall strategic direction in both for-profit and not-for-profit environments.
- **Leadership & Administrative:** team builder & inspiring coach with broad experience in creating planning & control mechanisms to achieve & implement growth strategies. Strong budgeting & financial background as a planning & control mechanism.
- **Sales & Marketing:** program seller & relationship builder, with more than 20 years track record of territory building, troubled territory turnarounds and successful product launches.
- **Communications:** real experience in internet media, especially developing web content and designing meaningful e-newsletters and other communication tools.

Leadership experience

CATHEDRAL OF ST. JOHN THE DIVINE New York City

1998-present; Warden of the Vestry–chief operating officer-Congregation

2002-present; member of Board of Trustees

- Committees Chaired; Communications Committee, Elections Committee
- Committees on; Cathedral Program Committee, Cathedral Task Force on Congregation Life and the Congregation Executive Committee.

Professional experience

1991-2000 and THE LINLEY COMPANY New York City

2003–present an Independent Sales & Consulting Firm

Principal

- Have re-established my independent firm, as the US agent for several overseas factories in natural stone and ceramic tile.
 - in 2003, I introduced to the US market, **GREIN ITALIA**, a long established European company, and in 2005, **GREIN BRAZIL**, a totally new subsidiary company. Currently the sole US representative of factories in Italy, Brazil, India and China. See **www.linley.com**
- As Consultant, wrote or co-wrote more than half a dozen marketing plans which led to the creation of a number of businesses, including;
 - in 1998 as Consultant & Author of Marketing Portion of “**NF&L Dimensional Stone Industry: Strategic Planning Document**”, which ultimately contributed to the creation of Epoch Rock Inc. (see p.2)
 - in 2006, as Consultant, performed a **Field Market Survey** to determine a “go/no go” investment decision required to exploit a newly found granite in northern Quebec, including a suggested marketing distribution strategy.
- Throughout the 1990s, for **Walker Zanger** (previous principle client, before their merger) consistently turned trouble territories into successful ones, notably the Midwest, Mid Atlantic and New England regions. At time of the merger (2000), was offered National Accounts Manager position to expand on relationships I had built with special programs tailored to multi branch national chains, but instead decided to join Epoch Rock (see p.2)

