TODD E. JOHNSON

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www.ToddJohnson.com

CMO of 2013's #1 Fastest Growing Marketing Company in Florida ~Inc. 500

I have 25 years' experience in hiring, training, managing, marketing, sales and executive leadership from start-ups to Fortune 500 companies. I am a difference maker and marketing guru with a proven track record of helping direct marketing companies and their clients generate millions of dollars and achieve astronomical growth rates. Bottom line: Hire me and I'll help grow your business exponentially!

Representative of my accomplishments are:

- Grew Direct Marketing Platform Company 3,752% in 3 years from $350,000 to $12.1 Million and was recently ranked the #1 Fastest-Growing Marketing Company in Florida & the #20 fastest-growing marketing company in the U.S. ~Inc. 500 (http://www.inc.com/profile/skm-media-group).
- Designed, developed and managed the launch of an industry disrupting platform that generated 75% marketing participation among agents for Allstate and other Fortune 500 brands.
- Strategic mastermind with a proven track record of successfully managing and executing marketing campaigns for well-known brands such as **Allstate, American Standard, Blimpie, Dunkin Donuts, Friendly's Greg Norman and Quicken Loans.**
- Unique left brain/right brain capabilities; logical and analytical thinker/decision maker who is also highly creative, forward thinking and hands on.
- Created highly responsive Direct Mail Letters that are now responsible for producing more than 31% of the Auto Insurance policies written in Florida for Allstate.
- Developed an online lead generation program that produced $1 Million in its first year.
- #1 Business Development Rep in first year; rewarded with an equity position and promoted to CMO.
- Designed and developed several exceptional and highly regarded websites, www.onlinebillpay.com (Sold), www.activetraders.com (Sold), www.atradeusa.com (Sold) and www.skmmediagroup.com.
- Raised over $15 Million for startups through private placements, IPO's and secondary offerings.
- Opened over 1,200+ investment accounts over fifteen years representing over $200 Million in assets.
- Recruited, trained and managed over 135 business development and marketing associates.
- Raised $3.5 Million, founded a successful online financial services company and then sold.
- Managed the planning and execution of numerous highly successful customer on-boarding and go-to market campaigns, including brand awareness and development campaigns, lead generation and customer acquisition campaigns, and marketing platform/SaaS adoption campaigns.
- Developed comprehensive marketing strategies including authoring a TV commercial, placement of strategic ads and collaborating with leading ad agencies.
- Built an independent branch office from a team of five to fifteen that generated first year revenues of $1 Million and grew to over $4 Million; Raised over $15 Million in public secondary offerings.
- Guest speaker at the Second Annual Online Trading Summit in New York.

I am currently seeking an Executive Level position and possible equity within a high growth company that will leverage my marketing, corporate governance and proven high growth track record. I am confident that my strong, hands-on leadership style and ability to identify and capitalize on market opportunities to drive company success can make a meaningful and sustained contribution to your organization. I have enclosed my curriculum vitae for your review.

Regards,

Todd Johnson
Enclosure: curriculum vitae

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SENIOR LEVEL EXECUTIVE

Data Analytics / Direct Mail Marketing / Business Development / Operations Management
Marketing Technology / Special Expertise in B2C Marketing for Brands &Financial Services

Dynamic senior level executive and marketing professional, combining entrepreneurial vision with strong business management expertise to identify and capitalize on market opportunities to drive revenue, profit growth and capture market share. Team building and leadership strengths with proven ability to recruit, train and mentor teams. Leads by example to set and achieve aggressive goals, remaining focused on the big picture and core values.

—***Core Competencies***—

Strategic Planning • Project Management • Creative Vision • P&L Accountability • Raising Capital
IPO's • New Ventures & Start-Ups • Mergers and Acquisitions • SaaS Platform Development
Direct Mail (B2B, B2C) • Strategic Alliances • Business Partnerships • Hiring, Training & Motivating
Public Speaking • Negotiating • Oral & Written Communications • Website Development

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EXECUTIVE SUMMARY

Business Development

- Grew Allstate account from one agent to 3,000 agents representing $8 million revenue in 3 years.
- Landed Quicken Loans account by answering RFP and submitting 3 creative deemed "flawless".
- Conducted extensive search for highest quality and lowest cost printer; saving 50% or $800,000.

Internet & Technology

- Designed, developed and launched online marketing platform: www.SKMPlatform.com.
- Managed the transition of the online marketing platform from a localized solution to a SaaS solution; developed and managed the marketing efforts to promote said SaaS solution.
- Designed and created a cloud-based CRM and Online Collaboration platform.
- Developed Selectgiftcards.com; Highly successful campaign for home services.

Marketing

- Designed, directed and launched 100's of internal B2B and external B2C multi-channel marketing campaigns for fortune 500 companies to small businesses; campaigns included email, digital and direct mail, PPC, SEO, website, landing pages, print ads in national industry publications and social media.
- Generated lead programs that helped land Allstate, Quicken Loans, Greg Norman, Friendly's, and Dunkin Donuts.
- Developed marketing strategies for Allstate that were responsible for more than 31% of the Auto Insurance policies written in Florida.

Executive Initiatives

- Created organizational strategy; hired, trained and grew 5 departments.
- Developed hunter / farmer sales strategy for bringing on new clients; landed Quicken Loans.
- Attracted high level advisory board members.
- Executive leadership helped guide company to exponential 3,752% 3 year growth rate.

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PROFESSIONAL EXPERIENCE

IRA Logics

Delray Beach, FL / Cleveland, OH

Chief Marketing Officer/Acquisition Strategist • 2015 to Present

Responsible for developing and implementing the overall go-to-market strategy. The end result will produce an automated Self-Directed IRA Processing platform that will disrupt the IRA industry.

- Advised management to pivot the company from a software build to an acquisition Roll-up strategy where the company would acquire competitors while building its game changing platform.
- Working with current acquisition target and investment banker on capital raise and strategy.
- Developed a go to market strategy and marketing plan to meet aggressive growth objectives.

Wellington Capital Partners

Delray Beach, FL

Managing Partner • 2015 to Present

After 25 years of financial and corporate advisory, marketing and sourcing capital for several clients as an individual I decided to formalize my efforts and open my own consulting firm. Wellington Capital Partners (WCP) provides corporations "transaction-based" financial consulting and access to capital, equity or debt through our public or private funders. Our expertise has guided our clients to new relationships allowing them to finance their growth as well as stabilize their balance sheets.

- Currently advising and consulting for more than twenty clients.
- Successfully recruited and placed a COO from a major competitor for a restaurant client.
- Written more than 20 Executive Summaries, Business Plans and Financial Forecasts for clients.

BIG Mailers

Delray Beach, FL

Chief Marketing Strategist • 2014 to Present

Advising and managing a diverse client base on direct marketing, lead generation and overall business development strategies.

- Generating monthly inbound leads for medical, insurance and mortgage clients.
- Increased marketing ROI more than 700% from current tactics.
- Launched new "audio postcards" program to the political arena.

SKM Media Group

Boca Raton, FL

Chief Marketing Officer / Partner • 2010 to 2015

Analyzed Customer and Big Data, **Strategized** on how to best use Digital and Direct Mail to drive sales, **Executed** highly successful marketing campaigns on company's Proprietary Marketing Platform that have become game-changers for clients that wish to retain or acquire new customers.

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Expert in Data, Lead Generation, Creative, Email, Direct Mail and Database Analysis to generate sales for large salesforces. Developed a private-labeled marketing platform and enrollment marketing strategy using big data, digital, and targeted direct mail campaigns to help brands, marketers, and re-sellers acquire and retain customers. This disruptive methodology and technology has increased marketing participation among sales forces by more than 500%; lowered cost per acquisition by 80% and increased sales growth by more than 50%.

Just some of many accomplishments I achieved to help grow the company over 3,752% in 3 years.

- Identified new print vendor, negotiated contract, saved company 60% on print and Postage costs over current vendor.
- Negotiated and managed print production of 1 Million plus TNT catalogs for past three years.
- Managed and grew Allstate account over 400% over three years to 15 Million mail pieces.
- Developed and presented at Allstate Florida and Southern Regions for Annual kick off meetings.
- Helped land Quicken Loans by answering RFP and creating what they described as "The Best Marketing Letter they've ever seen."
- Created & managed several inbound lead gen campaigns (i.e. PPC, Email, Digital and Social Media, Lead Gen and Letters to C-Level Executives, Agents and Brokers).
- Created trade show booth and marketing collateral for major Trade Shows (IFA, DMA and MBA)
- Represented the Company at The INC 500 Awards.
- Generated Enterprise C-Level executive leads (The Hartford, Travelers, The Principal, CHUBB Discover, Chase, Quicken Loans, and several others).
- Developed New Hybrid marketing letter that combines the Postcard look and feel at the top 3rd of the page but still in a consumer demanded letter. Allstate Northwest loved it as do many new Mailers.
- Created 24 page Mortgage (http://issuu.com/gordon-skm/docs/skm_mortgage_marketing_catalog_sing) and 38 page Insurance Marketing Guides http://issuu.com/toddjohnsonlion/docs/10079_218_big_mailers_insurance_cat and several industry specific media kits.
- Assisted CEO and Sales Team on hundreds of sales Presentations, from start to finish, from power Point, to demo to sales strategies on how to bring the client in the door.
- Recruited and trained COO to take over Print Production and Operations.
- Advised Management team to bring in CFO to help budget and forecast.
- Advised Management team to hire a National Sales Manager.
- Recruited and negotiated contract to bring in high level CSO.

Direct Marketing Associates

Fort Lauderdale, FL

Vice President Business Development / Partner • 2008 to 2010

Responsible for opening, developing and managing direct marketing accounts. Responsible for marketing, online lead generation, hiring, training and managing new reps.

- Developed an online lead generation program that produced more than $1 Million revenue first year.
- Built 4 websites producing over 100 leads per month; www.dmadirectmail.com.
- #1 Sales Rep in company.
- Generated over $1 million in annual sales and rewarded with an equity position.
- Closed largest client of the company for annual contract over $1 million.

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Rsportz

San Diego, CA

Advisor/Consultant • 2006 to 2014

Rsportz is an athletic ecosystem that brings together sports facilities, local, regional and national organizations, sports communities and brands.

- Co-authored business plan, financial projections and initial platform design.
- Raised $250,000 initial seed capital.
- Advised Management on Business Development Sales & Marketing Strategies.

Data Warehouse

(Now Datamyx, formerly Tranzact, Inc.)

Boca Raton, FL

Director of Marketing Wholesale Division • 2005 to 2008

Responsible for opening, developing and managing new direct marketing accounts. Responsible for hiring and training new reps. Conceptualized, developed and responsible for producing the company's weekly Trigger report.

- #1 New Account developer - Opened 175 accounts in the first year; Over 225 second year.
- Conceptualized and launched 7 websites producing over 180 leads per month.
- $350,000 sales first year, $865,000 sales second year.
- Promoted to Sales team leader first year; overseeing 5 reps.
- Promoted to Director of Marketing in second year.

Referral Marketing Partners

Boca Raton, FL

Senior Partner • 2003 to 2005

Started company with two partners and $3,000 with goal of selling the company to a larger entity.

- Hired and trained over 22 sales personnel to create a national sales force within six months.
- Grew Company to $500,000 in sales in 9 months.
- Sold my interest to my partners to pursue a database business development position.

H&R Block Financial Advisors

San Jose, CA

Branch Manager • 2002 to 2003

Hired to recruit and manage Financial Advisors. Locate and secure a larger office space. Grew revenue from $350,000 to over $1 million in year one.

- Full P&L responsibility for branch operations.
- Responsible for managing $68 Million dollar assets under management for San Jose Branch Office.
- Personally managed $20 Million in assets.

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ATRADE, Inc.

Los Gatos, CA

CEO / Founder • 1996 to 2002

Launched online super financial portal, initially offering financial consultants a vehicle to compete in the Internet age by creating a model utilizing online trading as a marketing tool. Redirected company in 2000 into an online collaboration platform enabling Attorneys, CPA's, Financial Advisors and Multi-Disciplinary Practices (MDP's) to cross-market services. Managed cross-functional team of 25 with five direct reports managing web development, brokerage operations, financial operations, sales, marketing, and Business Development. Identified, prioritized and led core business initiatives and projects.

- Raised $3.5 million in seed capital.
- Secured and developed over 15 websites including ATradeUSA.com (broker dealer), ATradeInsurance.com (insurance agency), designed to cross market each other.
- Drove revenue and gross margin growth by enhancing overall online experience, capitalizing on cutting edge features, functionality, usability, look and feel.
- Achieved 600% revenue growth—from $200,000 first year to $1.2 million in year two.
- Sold company to NEXTAdvisors in 2002. Served as consultant for six months.

Charles Schwab

Menlo Park, CA

Investment Consultant • 1995 to 1996

- Top performing advisor; provided high level of client support for wealthiest clients.
- Cultivated and managed new accounts.
- Consistently achieved in top percentile for new accounts opened, asset growth and revenue generation.

Lew Lieberbaum

Rocky Hill, CT

Branch Manager • 1991 to 1995

- Recruited and managed staff of investment bankers with full P&L responsibility for branch operations. Reported to National Sales Manager. Developed all direct marketing plans.
- Developed all Direct Marketing Plans; reported to National Sales manager Grew branch office revenue to $4 million a 400% increase in commissions generated.
- Recruited and trained 15 brokers, achieving profitable branch office within six months.
- Raised over $15 million for several medical companies through IPO's and secondary offerings.

The Marham Group

Cheshire, CT

Recruiter • 1990 to 1991

- Recruited and placed CFO, Controller and Accountants for Fortune 500 Companies.
- Recruited and placed Controller position for American Skandia Life.
- Made thousands of business development cold-calls.
- Recruited and trained three sales people.

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EDUCATION

Quinnipiac University

Hamden, CT

B.S. Financial Management - 1990

School's 2nd all-time leading scorer in Ice Hockey; Inducted into the Athletic Hall of Fame 2000

LICENSES

Former NASD Series 7, 9, 10, 24, 63

COMPUTER APPLICATION SKILLS

Windows PC, Microsoft Office (Word, Excel, PowerPoint, Outlook, Project, Visio)
CRM's; Salesforce.com, ACT, Campaigner, InsideSales.com, Google Analytics, Google AdSense
Marketing Automation software: Hubspot, Hootsuite, Marketo, Genius, Real Magnet Email

PRESENTATIONS

Presenter, "Online vs. Full Service Firms," Regional Investment Bankers Association, Orlando, FL; 1999
Guest Speaker, "Transitioning Full Service Firms Online," Online Trading Summit, New York, NY; 1999

MEMBER

Direct Marketing Association, DMA
Mortgage Bankers Association, MBA
Palm Beach Postal Council, PCC
Florida Direct Marketing Association, FDMA

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