

## John Johnson

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### KEY COMPETENCIES

- Five years consultancy experience providing advice to small-to-medium sized businesses on strategic planning and financial modelling
- Proven manager with analytical, negotiation, project management, sales and leadership skills
- Excellent at fostering key business relationships which translate into profitable business results

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### CAREER HIGHLIGHTS

**Private Consultant** **2002 - 2008**

*Investment Consulting Ltd., Vancouver, BC*

- Advised hundreds of small-to-medium sized organizations on business plan development and assisted 50 private investors in evaluating potential investment opportunities
- Major clients included - ABC company, XYZ company and the EFG organization

**Product Manager – Broadband Internet** **2000 - 2002**

*Stargate Corporation, Santiago, Chile*

- Raised US\$176 million of debt financing through creating and authoring a customized business plan
- Increased growth by 30% and enhanced pricing strategies by developing industry specific profitability metrics
- Created new financial models and applied valuation methodologies to evaluate 10 new products, three new markets and two corporate acquisitions
- Acted as project leader in a US\$21 million joint-venture negotiation with a major international ISP and media company, successfully securing an arrangement which increased market share by 20% in one year
- Developed marketing strategies by performing analyses of the Chilean broadband industry and the company's competitive position
- Surpassed projected sales by 400% through spearheading a revision of the Broadband Internet pricing structure

**Senior Account Executive** **1997 - 2000**

*Edge Interactive Marketing, Belo Horizonte, Brazil*

- Developed 20 new premier client relationships and provided on-going solutions for clients such as Nortel Networks, Bell Canada, IBM, YTV, Chapters, Cathay Pacific and Coors Canada
- Won the Brazilian Top New Innovations Award by designing and marketing a new custom technology driven incentive program amongst over 30 submissions

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### EDUCATION / ACCREDITATIONS

**Master of Business Administration** **Completion: Dec. 2009**

*Sauder School of Business, UBC, Vancouver, BC*

**Bachelor of Commerce** **1991**

*Universidade Federal de Minas Gerais, Belo Horizonte, Brazil*

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### COMMUNITY INVOLVEMENT / LEADERSHIP

**Co-President, UBC Net Impact, Vancouver, BC** **Current**

- Developed a long-term strategic plan and implemented community awareness, education, fundraising and volunteer initiatives

**Volunteer, Business 101, Downtown Eastside Vancouver, BC** **2006 - 2008**

- Advised low income assistance individuals on fundamental business practices

