

# Nicolas Johnson MBA

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Work Status: Green Card  
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COVID Status: Vaccinated

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Experienced Strategic Marketer with deep international experience across agencies, blue chip corporations and small independents. Skills include Brand Strategy, Strategic Planning, Customer Journey Mapping, Data Analysis, Marketing Planning & Execution, CRM, Social Content and Market Research. Confident C-suite communicator and thought leader.

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## EDUCATION

2013 Executive MBA, with Brand Strategy specialism, Wharton Business School, UPenn  
2005 MBA, ESADE, Barcelona  
1999 BA (hons) Modern History, Keble College, Oxford University

## WORK EXPERIENCE

### 2021-2022: **BADER RUTTER, Milwaukee, WI** **Planning Director**

Independent full service PR & Creative agency delivering targeted B2B brand and sales enablement content to external customers and internal sales teams and trade show experiences. Client portfolio in animal pharmaceuticals, agriculture and food industry including Zoetis, Zinpro, Cobalt Cattle.

*For detailed case studies on some of my most impactful work, visit [NJConsults.com](http://NJConsults.com)*

### 2020 - present: **NJConsults** **Strategic Marketing Consultant**

Working with independent retailers during Covid, and online retail and designer apparel start-up

### 2014 - 2020: **SCOPPECHIO, Louisville KY** **SVP, Strategy, Media & Data Analytics**

Independent full service agency delivering local and national content, media activation and CRM strategies in healthcare, restaurants, retail and travel. Additional business units for experiential marketing, brand design, and video production.

Provided strategic planning leadership and led team of planners, data analysts, CRM specialist, and media planners and buyers managing +\$40mm in paid media.

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Highlights from client portfolio include:

GE Appliances, a Haier Company: Global multi-brand appliance manufacturer

- Created Shopper Marketing co-op program with major national retailers (The Home Depot, Lowes, JC Penney, Costco) and regional and local independent dealers.
- Annual spend of \$10mm across digital platforms driving 2X trackable in-store foot traffic uplift and YOY growth in online conversion

Baptist Health Group: not-for-profit group of 8 hospitals plus primary and urgent care facilities; Creative and Media AOR with budget of approx \$7.5mm

- Created new brand positioning to integrate acquisitions and multiple points of service
- Executed tactical campaigns increasing lead generation by 115% and reduced COA by 3X

Fazoli's Restaurants: +200 chain, fast casual Italian franchise

- Led Brand Strategy research and developed new positioning
- Developed CRM segmentation strategy that reduced cost of discounting by 21%

Other notable clients include: CHS Hospitals, YUM Brands, Long John Silvers, GoldStar Chili, Crunch Fitness, Advent Health, Kentucky State Tourism, Ohio State Tourism

## **2005-2014: HERTZ CORPORATION (US & UK)**

### **2010-2014: Global Brand and Innovation Director, based in Park Ridge, NJ**

- Brand strategy for reinvention of Hertz Rent a Car with new identity across digital and physical assets,
- Led development of new mobile apps including Gold Mobile Alerts, Gold Choice and eReturn delivering incremental revenue of +\$20mm
- Led strategic visioning and business plan to secure C-suite sponsorship
- Developed marketing and advertising programs 'Traveling at the Speed of Hertz' to launch and support innovations and managed agency relationships in bringing campaign to market
- Award Recognition for services include Zagat, SMITTY, Information Week, FlyerTalk, GBTA

### **2005-2010: Global Marketing Programs Director, based in Uxbridge, London**

Marketing Innovation leadership:

- Led customer experience reinvention program based on analysis of consumer insights, future vision and strategy to drive transformation
- Delivered portfolio of technology-driven transformation projects for digital, web and marketing services delivering revenue and cost savings of \$34mm
- Led pan-European cost reduction program delivering \$5m savings in 6 weeks

## **RESEARCH & PLATFORM SKILLS**

MRI, Scarborough, eMarketer, Mintel, Crimson Hexagon, Netbase, Google Analytics, Salesforce, Punchh, Facebook Manager, Pintererst, Reddit, UXPressia Journey Mapping

## **INDUSTRY AFFILIATIONS**

Speaking: Guest panelist, Future of the Collaborative Economy, New York, Oct 2013

Presenter and panelist, Challenges, Eye for Travel Conference, London, Jan 2008

Affiliations: NYTech Meet Up: Leadership Circle Founder member

OpenIDEO NYC: innovation tournament participant

Prizes: Global Achievement Award, Hertz 2011

Winner, Accenture Essay Competition, Perspectives Europe 2003

Languages: English (native), Spanish, French, Greek (conversational)