

# Nicolas Johnson MBA

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Work Status: Naturalized Citizen

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Experienced International Brand Strategist in both agency and blue chip global corporations, across multiple categories including CPG/consumer durables, QSR, healthcare, travel and leisure. Skills include Brand Architecture, Strategic Planning, Design Thinking, Market Research, Data Analysis, and Performance Metrics. Creative storyteller, compelling communicator and confident thought leader.

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## EDUCATION

Executive MBA, with Brand Strategy specialism, Wharton Business School, UPenn  
MBA, ESADE, Barcelona  
Diploma in Change Management, Birkbeck School, University of London  
BA (hons) Modern History, Keble College, Oxford University

## WORK EXPERIENCE

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

Developed brand architecture and brand strategy for diverse clients. Led annual brand planning process; oversaw research and insights; developed campaign briefs, activation plans and KPI frameworks; oversaw development of content, brand partnerships and experiential activations. Led projects for new brand identity, naming and architecture.  
Client portfolio: Zoetis, Zinpro, Cobalt Cattle Co.

### **2014 - 2020: SCOPPECHIO, Louisville KY** **SVP, Brand Strategy and Planning**

Led and created brand strategy discipline at independent full service agency leading a team of brand planners, data analysts and media planners managing +\$40mm in paid media budgets.  
Client portfolio work examples:

- **GE Appliances:** developed brand architecture and planning for shopper marketing program with national and regional partners including Home Depot, Lowes, Best Buy; built consumer insights, seasonality behaviors and competitive landscape reviews; developed data-optimized media activation plans with performance insights and analysis in Domo
- **Baptist Health:** created new unified brand architecture and identity following post-merger integration to underpin strategic corporate vision and drive patient volume; planning and execution of targeted service line campaigns driving volume and revenue; data analysis optimization of performance across regions and service lines

### **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 Brand 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**

MS Office, MRI, Scarborough, eMarketer, Mintel, Crimson Hexagon, Netbase, Google Analytics, Salesforce, Punchh, Domo, Tableau, Salesforce CRM

### **PERSONAL ACHIEVEMENTS**

Volunteering: DE&I working group, Community engagement; President of Butchertown Neighborhood Association; Louisville Pride organizer

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

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

Prizes: Global Achievement Award, Hertz 2011

Winner, Accenture Essay Competition, Perspectives Europe 2003

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