

NICOLAS JOHNSON

STRATEGIC PLANNING LEADER

CONTACT

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- UK Citizen

SKILLS & EXPERIENCE

- Brand architecture and strategic planning
- Research, mixed methodology
- Campaign and content planning and execution
- New business development, response and pitch leadership
- Client relationship management

CATEGORIES & CLIENTS

- Food Production: Zoetis, Cobalt Cattle, Corvea
- Restaurants: KFC, Fazolis, Pizza Hut, A&W
- Shopper Marketing: GE Appliances, Home Depot, Lowes, JCPenney
- Beverages: El Jimador Tequila, Goose Island IPA,
- Healthcare: Baptist Health, CHS, Galen Nursing School

EDUCATION & SKILLS

- MBA, ESADE Business School, Barcelona
- Executive MBA, The Wharton Business School, UPENN
- BA, History, Oxford University
- Additional studies: Behavioral Economics, Change Management, audio production

PROFILE

International strategic marketing leader with experience across global corporations and multi-brand agencies. Developing innovative and impactful brand strategies to elevate and grow clients' businesses. Broad category experience includes healthcare and pharma, food, beverages and restaurants, tourism and events, and retail shopper marketing. I am driven by intellectual curiosity coupled with commercial drivers to shape high performing business solutions.

WORK EXPERIENCE

Brand Strategy Consultant NJConsults 2024-Present

Brand strategy consultant developing brand positioning, strategic plans, market execution for portfolio of clients covering retail, e-commerce, community engagement; start-up business development; audio talent and production

Planning Director Bader Rutter, Milwaukee WI 2020-2024

Brand strategy, research and campaign planning at mid-size regional brand. PR and advertising agency specializing in food and beverage production and distribution categories

Zoetis \$4bn global animal pharmaceutical company

- Born of the Bond:** developed new brand story to grow loyalty and trust with US cattle farmers beyond product sales
- Chief Vet:** developed 'personality brand' for new Chief Medical Officer to forge emotional bonds with veterinary community

Cobalt Cattle 3rd largest US cattle feedlot operator

- Brand strategy and naming and identity development for newly created entity, based on human-centric values to drive talent acquisition

SVP Brand Strategy Scoppechio, Louisville KY 2014-2020

Strategic planning leadership at mid-size regional brand and advertising agency with team flexing from 5-20. Cross-category leadership for research and insight development, and new business development, pitches and onboarding new clients

Clients include:

- Baptist Health:** created new positioning "Centred on You" to connect patient empowerment with service oriented culture. YOY patient growth of 10%
- GE Appliances:** activated shopper marketing co-op program driving promotional traffic to retail partners including Home Depot, Lowes, JCPenney. Sales and engagement growth YOY of 5-25%
- El Jimador Tequila:** supported US growth through new campaign creative based on behavioral insights and occasions. Sales growth of 12% YOY

Brand Innovation Director Hertz, Park Ridge NJ & London UK 2005-2014

Led programs of industry disrupting technologies to identify opportunities for business change and growth

- Traveling at the Speed of Hertz:** led brand reinvention program, launching new identity and digital services globally delivering +\$20mm in incremental revenue, with award-winning advertising campaign
- Led brand architecture design to integrate multi-brand portfolio following acquisition of **DollarThrifty Group**
- Managed portfolio of technology-driven transformation projects delivering cost efficiencies across European operations of \$34mm