

Brian Johnson

Executive Business Development and Sales Leader

Austin, Texas

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EXECUTIVE PROFILE

Top-producing executive business leader offering strong performance in all aspects of business development and operations including sales, consulting services, account management, strategic planning, and technology solutions, across the insurance and financial service industries. Highly skilled in securing, growing, and maintaining profitable business partnerships while consistently exceeding company goals and targets. Dynamic communicator, with sound technical knowledge, who achieves high levels of client satisfaction serving as a trusted and valued consultant. Effectively collaborates with all levels of internal and external stakeholders providing support at the highest levels of service excellence. Effectively leads teams to generate high levels of revenue and profit. Passionate about building relationships, managing change, and driving integrated solutions that encourage long-term business growth.

CORE COMPETENCIES

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| <ul style="list-style-type: none">▶ Solution Sales, Marketing, and Business Development▶ Business Consulting and Outsourcing▶ Insurance Products, Services, Channels, and Processes▶ Key Account Management▶ Proposals, Pricing, Contracts, and Negotiations▶ Financial Planning and Budgets▶ Business Process Improvement and Optimization | <ul style="list-style-type: none">▶ Competitive Landscapes and Advantages▶ Networking and Relationship Building▶ Product and Project Management▶ Strategic and Tactical Planning▶ Cross-Functional and Collaborative Leadership▶ Business Partnerships▶ Recruiting, Hiring, Coaching, Training and Team Building |
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CAREER HIGHLIGHTS

- ▶ Grew revenue and profit over 30%, year over year, for five consecutive years.
- ▶ Identified a new line of business that subsequently grew to represent 30% of business profits.
- ▶ Developed a partner outreach program that accounted for 70% of company profit by end of the third year.
- ▶ Grew profits to over \$1M within seven years.
- ▶ Surpassed sales goals for seven consecutive quarters serving as a financial advisor.

PROFESSIONAL EXPERIENCE

Vice President of Sales and Marketing | Company Name

Austin, Texas | 2008—Present

Lead all operations and business development strategies/processes for an insurance and life settlement firm. Develop and manage comprehensive sales, client management, and documents management systems and solutions. Direct and lead a staff of eight.

- ▶ Grew revenue and profit over 30%, year over year, for five consecutive years.
- ▶ Reduced case management time over 50% and decreased overall completion time of life settlement cases, from 17 weeks to 13.5 weeks (20%), by effectively identifying, designing, and managing a new case management system.
- ▶ Realized over 70% of company-wide revenue, within three years, by developing a partner outreach program.
- ▶ Identified and developed a new line of business that grew to represent 30% of company profits. The business develops captive insurance companies for individuals and business owners.
- ▶ Closed over \$100M in premium finance business and developed/managed over \$1M profit in one fiscal year.

President and Owner | Company Name

Dallas, Texas | 2004—2008

Founder of an insurance consulting firm dedicated to life insurance products that help seniors achieve their immediate and future goals.

- ▶ Grew profits to over \$500k within four years.
- ▶ Improved coverage and lowered costs by developing a comprehensive life insurance review program. Sample case: a 79-year-old reduced his cost of life insurance from \$100k/yr. for a \$2.3M policy and replaced it with a \$64k/yr. policy with \$3.7M coverage.
- ▶ Substantially improved risk exposure, while creating new assets and wealth, by designing, marketing, and managing captive insurance solutions to high net worth individuals and businesses.
- ▶ Developed an innovative partnership program, with multiple state realtor associations, where over 150k realtors and their clients can obtain discounted prescription drugs through a free drug discount card.

Financial Advisor | Company Name

Houston, Texas | 2002–2004

Served as a financial advisor for a leading global financial services firm that provides investment banking, securities, wealth management and investment management services.

- ▶ Recognized as one of only six advisors, out of a group of 201, who consistently met and exceeded sales quotas.
- ▶ Surpassed sales quotas for seven consecutive quarters.
- ▶ Ranked #1 out of 120 financial advisors, over a one-year period, for sales on a highly profitable highbred commodity based product that significantly reduced risk and increased client return.

EARLIER PROFESSIONAL EXPERIENCE

General Manager | Johnston, Inc.

New York, NY | 2000-2001

Oversaw the profit and loss, account management, and business development for Ultra, a 12-person stand-alone interactive agency. Instrumental in reversing a failing business unit that was losing thousands of dollars, every month, achieving a profit that was more than twice the previous loss. Brought in numerous new accounts including the largest account in company history, three times larger than any other account. Earned multiple awards, never previously received by the company, for two separate projects.

Product Marketing | Network Services

New York, NY | 1999-2000

Served in a product development role for a venture capital backed Internet startup. Led a development team of 25 to develop a product designed to allow visual and contextual search. Collaborated with external agencies to develop high-level branding strategies and the front-end design interface for the company.

EDUCATION AND CERTIFICATIONS

- ▶ **Certifications:** SOA: Exam P, General Securities Representative, Investment Advisor Representative, Managed Futures, Life and Health Insurance Producer, Life Settlement Producer, Series 7, and Series 65.
- ▶ **Bachelor of Science Business Administration; Concentration in Economics**
University of Rochester, Rochester, New York