

Bill Johannesen

---

“You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.” – Woodrow Wilson

The breadth of Bill’s Consumer Electronics experience and achievement extends to virtually every aspect of the industry; 14 years with manufacturers, 4 years with distributors, 2 years with rep firms and 8 years in retail. His extensive senior level experience and exposure in national, specialty and CI retailers and integrators results in un-matched supply chain insight, deep experience in diverse business models, robust industry relationship network and outstanding strategic perspective.

Creating profit and reaching revenue goals while building brands and categories has been Bill’s impact on the highly competitive CE industry with channel suppliers of valued-added, high service products. Supporting this unique experience, Bill possesses a matchless skill to diagnose organizational DNA, unravel organizational road blocks and breakdown the "big picture" strategy into smaller, digestible tactical activities.

In addition to Bill’s extensive business experiences, he is acknowledged throughout the industry for his passion, leadership, impact and integrity. As well, he’s recognized as a capable partner with the ability to quickly develop strong, trusting relationships.

---

Corporate Strategy

---

Fully participated in defining strategic and tactical plans as only non-founding, non-finance member of senior leadership Executive Committee at AVAD div. of Ingram Micro

Generated 50% of the profit in the \$1 billion+ Consumer Electronics Group while quadrupling revenue of SharpVision branded products in launching innovative new products in value-added distribution with Sharp Electronics

Ignited industry transition from tube to flat panel television growing AQUOS LCD television business from \$22 million to over \$165 million in two years maintaining share in excess of 54% at Sharp Electronics

Created scalable business platform in developing sales and marketing infrastructure, project and knowledge management processes, CRM and performance management systems with internet based direct marketing start-up MarketerNet, one of only 200 companies named to Inc. Magazine’s Top 500 List of Fastest-Growing Companies in consecutive years.

Full P&L, budget attainment and strategic planning responsibility in managing 12 direct reports and indirectly managing more than 150 sales and service personnel dispersed throughout North America, Europe and the Pacific Rim with Bose Corporation

Integrated and deployed SAP R/3 enterprise system, Acclivus R<sup>3</sup> strategic account management program & Siebel CRM platform for the North American Sales organization of Bose Corporation

Sales leadership point person with Bose Corporation in enterprise integration of Manugistics forecasting solution with Best Buy, Sony & Bose

<p>Brand Equity</p>	<p>Facilitated successful introduction and expansion of key brands requiring focused sales training, support and development activity at <u>AVAD div. of Ingram Micro</u></p> <p>Developed uniform, innovative, customer focused integrated sales and marketing programs supporting “be sharp” &amp; “AQUOS” corporate branding campaigns that enhanced brand image, increased shelf space, delivered effective sales training and significantly improving dealer relationships across all channels at <u>Sharp Electronics</u>.</p> <p>Ten years experience implementing and executing Unilateral Pricing Policy in all US channels with 120+ member direct sales organizations in coordination with in-house legal, supply chain, marketing and senior management teams at <u>Bose Corporation</u>.</p> <p>Created business strategy that generated 10-fold profit increase during dramatic industry consolidation that reduced industry sales by 15 percent and the number of Bose retail storefronts by 28 percent at <u>Bose Corporation</u></p> <p>Co-developer and business leader of store within a store Bose Music Theaters at Sears Brand Central, Incredible Universe div. of Tandy Bose and Fry’s with <u>Bose Corporation</u>.</p>
<p>Strategic Distribution</p>	<p>Defined sales and distribution standards, coordinated national sales campaigns, set quality standards for dealer partners while overseeing marketing and training programs with <u>AVAD div. of Ingram Micro</u>.</p> <p>Created “Distribution Strategy” tool to define and identify market channels and targeted accounts to all internal stakeholders for launch of AQUOS LCD televisions at <u>Sharp Electronics</u></p> <p>Established new distribution for AQUOS LCD television in non-retail channels targeting hospitality, food service, recreation, health care and Pro AV increasing revenue 300+% to \$116M securing exclusive placement in high profile venues such as the United Center Chicago, The Palace at Auburn Hills, Charlotte Bobcats Arena and FedEx Forum for <u>Sharp Electronics</u>.</p> <p>Expanded and managed national distribution with North America’s largest retailers, including Circuit City, Best Buy, Sears, Montgomery Ward, Tandy, Future Shop and the Sam’s Club division of Wal-Mart as well as Regional Accounts, global Military, Premium &amp; Incentive sales channels delivering \$150 million in incremental revenue with <u>Bose Corporation</u>.</p> <p>Led negotiation and implementation of exclusive product assortment for Sam’s Club div. of Wal-Mart at <u>Bose Corporation</u></p>
<p>Communications</p>	<p><u>CEDIA Certified Instructor</u> and Subject Matter Expert teaching intermediate and advanced Business Management &amp; Sales Leadership courses for CEDIA</p> <p>Designed and implemented integrated sales and marketing communication program to 12 regions, 37 locations and 200+ sales personnel at <u>AVAD div. of Ingram Micro</u>.</p> <p>Earned “Supportive Vendor of the Year/Most Valuable Player” awards from PRO Group in 2002/2004, HTSA Group in 2003/2004 and both HES Group and AVAD distributors in 2004 while at <u>Sharp Electronics</u></p>

	<p>Wrote and distributed highly regarded monthly electronic communication of performance reporting, sales and marketing activities to direct dealers and buying groups for <u>Sharp Electronics</u>.</p> <p>Master of ceremonies, speaker and presenter at multiple events, National Sales Meetings and Dealer Sales meeting with <u>Bose Corporation</u></p> <hr/>
<p>Program Design</p>	<p>Created Preferred Dealer Program and Channel Partner Engagement Strategy for IP based audio, video distribution and home control manufacturer <u>NetStreams</u>.</p> <p>Revitalized stagnant Dealer 2 Builder (D2B) program linking home builders with certified Electronic Systems Contractors (ESC's) to provide simple, predictable, reliable and profitable Home Technology solutions for <u>AVAD div. of Ingram Micro</u></p> <p>Created, negotiated and executed annual and promotional programs for National Accounts, Mass Merchants, Clubs, Department Stores, Regional Chains, Distributors, Specialty stores, Pro AV venues, hotels &amp; military channels for <u>Sharp Electronics</u> and <u>Bose Corporation</u>.</p> <hr/>
<p>Organizational Development</p>	<p>Main tenets of organizational leadership strategy are achieving performance objectives thru employee development and retention programs. One significant consequence is a significant following of loyal, trusting and committed former employees, peers and managers.</p> <p>Strengthened and streamlined <u>AVAD div. of Ingram Micro</u> nationwide sales operations by designing and implementing integrated sales, training and marketing processes to retain existing dealers and acquire new customer business channels</p> <p>Managed distribution transition from long term manufacturer's rep sales force to national matrix of AVAD distributor partners for SharpVision div. of <u>Sharp Electronics</u></p> <p>Authored comprehensive "Bridge Plan", a fully integrated restructuring plan encompassing strategic &amp; tactical business plans with account management, performance management and compensation programs, for the North American Sales organization at <u>Bose Corporation</u>.</p> <p>Promoted through all levels of retail sales &amp; management, corporate purchasing and merchandising responsibility for PRO Group founding CE specialty retailer <u>Sounds Great, Inc.</u></p>