

# DAVID JOHNSON

## JUDO RESUME OCTOBER 04, 2020

Early in my Judo education, I was taught to give back to the sport as a lifetime priority, a belief that I continue to hold today. My Judo journey started in 1986 at a Boy's & Girl's Club in Federal Way, WA. Coached by my best friend's dad, I developed a love and respect for the sport that has been with me ever since. I practiced Judo while studying at Portland State University and the University of Washington. Subsequently, I've been training recreationally or involved in the local Judo scene ever since.

I have practiced in multiple states (WA, CA, OR) and internationally (Canada, UK) as my professional life has moved me around the globe. Through the years, I have continuously supported and volunteered at local Pacific Northwest and regional events such as the Continental Crown and Junior Olympics. I have also attended or participated in multiple US National Championships.

Fortunately, I've also been able to travel extensively as a fan and in a professional capacity, attending multiple IJF World Championships, and the last three Olympic Games (Beijing 2008, London 2012 and Rio 2016.) My professional role in these events has allowed me to experience many facets of the staging, hosting and marketing of world-caliber events, as well as to see the development of Team USA through the years.

In 2017 I was privileged enough to support USA Judo as the chair of the Strategic Planning Committee. In this role, I coordinated the efforts of the committee members in collecting extensive member feedback and market research, hosted a strategic planning workshop with the Board of Directors and collaborated with USA Judo staff to develop a three-year strategic plan. This plan was formally adopted, and USA Judo is in the process of implementing the strategic recommendations that our team developed.

Date	Activity	Affiliation & Club	Location	Sensei
1-Jan-1986	Began Judo	USJF - Judokan	Federal Way, WA	Bob Johnson / Dick Barnes
15-Sep-1995	Promotion to Ikkyu	USJF - Judokan	Federal Way, WA	Bob Johnson / Dick Barnes
10-Feb-1997	Promotion to Shodan #1-8904 Kdk #730930055	USJF/Kodokan - Budokan	Seattle, WA	John Schaedler / Bert Mackey
1-Jun-2000	Competed at US Nationals	USJF - Obukan	Portland, OR	Toshio Ichinoe
24-Dec-2001	Promotion to Nidan #03-170435 #730930055	USJF/Kodokan - Obukan	Portland, OR	Toshio Ichinoe
31-Mar-2008	Promotion to Sandan USJF #3-2375	USJF/USA Judo	Seattle, WA	John Schaedler / Bert Mackey
1-Aug-2017	Chair of USA Judo Strategic Planning Commission	USA Judo	Seattle, WA	John Schaedler / Bert Mackey

## David Johnson

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### PROFILE

A creative leader who fuses his roots telecommunications engineering with years of results driving international sports marketing partnerships. Delivers brand and revenue impact through strategic, multi-stakeholder solutions. Effectively manages KPI's, success metrics, P&L and budgets in large global businesses. Skilled in sports marketing, strategy, finance, technology and international collaboration.

### PROFESSIONAL EXPERIENCE

#### **Co-Founder - Red Telescope Ventures, LLC**

2013 -2018

Entrepreneur who founded a start-up consulting practice and grew it into a profitable, thriving business. Managed operations, sales and client services. Advised clients on leveraging sports sponsorships for global growth and non-profit clients on global development programs.

- Led Amazon Web Services (AWS) Public Sector leadership team to develop an international growth strategy based on global sports marketing sponsorships.
- Built a comprehensive Olympic sponsorship business case and led negotiations with the IOC on behalf of a Fortune 50 firm
- Brokered a public-private partnership between an NGO and a top-3 global apple producer to grant H2A visas and job placement to migrant agricultural workers.
- Performed market research and analytics for Seattle University to evaluate investment in new doctorate and master's degree programs.

#### **Lecturer - University of Washington, Jackson School of International Studies**

##### **Master of Arts in Applied International Studies (MAAIS)**

2013-2017

Taught graduate students via an exploration of international development challenges and working with leaders in global government, civil society and business. Built curriculum based upon pillars of critical thinking, effective communications and crafting multi-stakeholder solutions in the global development arena.

#### **Director of Customer Experience Marketing - Avaya**

2012-- 2013

Led a global team of technologists, marketers and project managers that delivered technology demonstration platforms and technical sales solutions to Avaya's global salesforce.

- Led the Global Demo Program that provided product demonstration tools for 30 executive briefing centers and 3000 sales and channel partners worldwide.
- Oversaw all business development, marketing and technology operations for Avaya's Official Telecommunications Equipment Supplier sponsorship of the Sochi 2014 Olympic Winter Games.

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**Director of Olympic & Major Events - Avaya**

2011–2012

Led Avaya's business development, marketing and operations for the Sochi 2014 Olympic Winter Games sponsorship.

- Negotiated and won the Sochi 2014 competitive bid process over several of the world's largest technology infrastructure providers.
- Drove over \$48 million in new revenue and 30 new Olympic-related contracts.
- Led the operations and project management team that successfully delivered the technology solution.
- Negotiated international marketing, supply, logistics, audit and tax compliance programs necessary to deliver technology solutions in Russia.

**Director of Competitive Intelligence - Avaya**

2010 - 2011

Supervised and coordinated analysis of competitor movements in the marketplace. Crafted competitive strategy and corporate communications for product management and sales teams.

- Led a cross-functional team of product and technology experts who developed strategic analysis and executive communications on market trends, technology evolution and evaluation of competing solutions.
- Pioneered Rapid Response function to communicate competitor actions in the marketplace producing strategic insights for executive and product leadership.
- Developed long-term feasibility studies and action plans to expand competitive research capabilities.

**General Manager Olympic Programs Nortel**

2007 - 2010

Led the team that delivered the first ever integrated voice, data and video network at an Olympic Games. Reduced deployment costs, energy use and network complexity for the Organizing committee. Dramatically improved the Olympic experience for athletes, spectators, officials and media around the world by providing the "any device, any service" capabilities used at all Olympic venues.

- Won the competitive bid for the London 2012 Summer Olympic Games Tier 1 National Partner sponsorship, driving a revenue pipeline of over \$80 million.
- Outperformed Vancouver 2010 revenue forecasts by 148% for the telecom carrier and enterprise business segments.
- Built the Olympic marketing program that drove 32 million new media impressions, grew Avaya's social media followers by 24%, delivered the company's most internally downloaded sales presentation materials in 2009 and was corporate spokesperson delivering over 500 unique news clips.
- Navigated Nortel's bankruptcy process and still exceeded all marketing, operations and sales targets for the Olympic program.
- Delivered the technical solution which provided 100% up-time and zero severity 1 or 2 outages during the Olympics.

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### **Executive Operations Prime - Nortel**

2006 - 2007

Selected by the CEO for a leadership development role to manage day to day priorities of the corporate headquarters and special research projects at the \$10 billion telecom infrastructure company.

- Recognized by the CEO as a “role model” employee.
- Coordinated and managed action items for the senior executive cabinet including weekly business reporting and Board of Directors presentations.
- Crafted presentations, corporate communications and correspondence on behalf of the CEO.
- Led special research projects for M&A team and assisted in building valuations for the sale of internal business units to external buyers.
- Traveled to and conducted business in over 40 countries on four continents.

### **Senior Sales Engineer - Nortel**

2000 - 2006

Managed technical sales engagements for Western Wireless/Alltel, the fourth largest wireless network carrier in America.

- Drove a \$75 million sales module and outperformed targets every year in the role.
- Engineered technical solutions in CDMA, GSM, Networking, Professional Services and Optical portfolios resulting in balanced revenue forecasts and high customer satisfaction ratings.

## **EDUCATION**

**Strategic Planning Professional Certification (SPP)**, Association for Strategic Planning, June 2019

**B.A. in Business Administration**, Emphasis in Marketing - University of Washington, Foster School of Business - Seattle, WA USA

**Nortel Marketing Leadership Program** - Northwestern University - Evanston, IL USA

**Leadership Edge Graduate** - Nortel’s leadership development program for high impact emerging leaders

## **AWARDS & ACHIEVEMENTS**

- Chair - Strategic Planning Commission - USA Judo, April 2017-present
- 2011 Avaya Above and Beyond Award winner for outstanding contributions to growth
- 2009 Nortel Gold Award of Distinction for leading successful bid and negotiation of the Tier 1 National Partner Sponsorship of the London 2012 Olympic Games
- Vancouver 2010 Olympic Sustainability Star Award - Reduced carbon footprint through energy efficiency in network operations
- Vancouver 2010 Olympic Sustainability Star Award - Education program that taught video editing skills to Canada’s youth
- Honor Circle Ambassador Award - three consecutive years of top sales performance - Nortel, 2005
- Circle of Excellence Award - Top 5% Sales performance in the company - Nortel, 2003