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Recreational Sports Recruiter, Lonski and Associates LLC Indialantic FL 2016-Present

- Client Staffing and Candidate Search: Recreational Sports, Powersports, Motorcycle, Marine, RV, Automotive, Publishing, Media, OEM and Dealership Operations and more.
- Create multi-faceted strategy to skyrocket sales, sales process, administration and marketing in response to recreational industry resurgence (Demand).
- Consultative selling approach to understand Client needs and provide professional
- Insights and secure the Top Talent Candidates Available.
- Sleeves rolled up, hands on style to connect recreational industry database of professionals with the right opportunities. Exceed expectations. Make dreams come true.
- Win-win scenarios are the only option.

Recreational Sports Executive – Sales, Marketing, Communication, Business Development

Utilize experience and skills in sales, marketing and communication team expertise. Develop and launch new innovative products and programs that deliver expansion, exposure and growth. Leverage a track record of delivering and improving results by motivating the team, leading project accountability along with developing and expanding best practices. Expand and improve business unit leadership and growth, P&L management, strategic market and product research and development.

- Led strategy to develop and manage key personnel recruitment to achieve new business goals and improve the skill sets and productivity of business unit teams.
- Proven success in building communication, sales and marketing strategies that focus on best practices, increased output and performance, along with delivering productivity and efficiency improvements.
- Performance driven, with proven expertise in driving initiatives that strengthen infrastructure, expand awareness and maximize ROI for start up and high growth businesses as well as managing and growing established, mature businesses. Successful in repositioning and restructuring businesses for long-term sustainability and continued financial success.
- Accountable for delivering consistent growth in revenues and profit contribution in a variety business units and have managed multiple products and programs, both in centralized and decentralized environments.

Recreational Key Strengths and Achievements

Sales Management - Restructured advertising and show exhibit sales department and management to provide optimum market coverage and improve ROI and share of market, plus changing and improving ad and sponsor revenue cash flow.

Event Production - Responsible for management, direction and operations of a series of major national consumer event series: The International Motorcycle Show series, Off Road Expos, Ducks Unlimited Great Outdoor Festivals and Motor Trend Auto Shows.

Manufacturer Experience – North American Communications Manager for Bombardier, Ski-Doo Snowmobiles – managed vehicle, accessory, apparel and brand advertising, PR, and racing promotion, managed/directed separate outside agencies for PR and advertising, along with coordinating Global marketing strategy with US tactical plan. Developed most successful new snowmobile model launch in over a decade (Ski-Doo Formula III) and set the communication platform for Ski-Doo’s move from 4th to 1st place in market share. Worked closely with Marketing, Sales and Engineering departments to develop and refine overall communications message.

Dealership Management – Worked as general manager at two dealerships on Las Vegas, NV - one multi line - Kawasaki and Suzuki and one single line - Yamaha. My responsibilities included new and used motorcycle sales, F&I, insurance, new motorcycle ordering, flooring, parts and accessory ordering and inventory management. Oversaw back end operations, including accounts payable, payroll and service department top line revenue and training compliance.

Consumer Marketing and Communication – Directed/managed all aspects of consumer/enthusiast communication –electronic, print direct mail and online effectively doubling the advertising and PR reach and coverage for International Motorcycle Show Series. Developed niche market affinity enthusiast club, the Petersen’s Sportsman Society. Developing new social media programs for the FOOSE Experience, Rider Wraps and Steel Horse Sisterhood Summit.

Electronic/Online Development - Successes include re-launching motorcycleshows.com, making it the fastest growing web site in the company (Advanstar Communications), and largest e-commerce revenue producer. Started FOOSE Experience.com, Vtwinreport.com and started the digital communication business, Digital POWER Media, including partnership with V-Twin Marketing an advertising and PR agency.

Entrepreneurial Experience - developed and launched a number of enthusiast and B2B publications, TV shows and web sites along with working with the teams that purchased and sold media properties.

Recreational Industry Experience

Director of Sales and Business Development – ConvExx – February 2015 – April 2016

Lead and manage sales team. sales process and sales programs for the company. Apply best practices and standards for internal sales process and train new staff to improve sales results. Review and improve external Marketing programs and plan for Company and individual Business units.

- Wrote new sales plan to improve internal CRM via ACT resulting in improved customer contact and results.
- Established new company position as “Trade Show Masters”, directed new web site content design and focus.
- Developed new national and local consumer marketing plan for Las Vegas BikeFest motorcycle Rally.

President – Digital POWER Media, LLC March 2013 – February 2015

Provide the enthusiast community a comprehensive communication platform that blends traditional methods with the latest state of the art digital communication technology and social media to deliver information in a variety of formats anywhere, at any time.

- Build interactive web sites, custom feature editorial stories and digital magazines.
- Provide marketing consulting, product positioning and communication plan development.
- Work with vehicle manufacturers, publishers, advertising agencies and aftermarket manufacturers.
 - Clients include: V -Twin Marketing Advertising & PR Agency, Hammerhead Engineering, CV Performance, Biker Boot Straps, Electrical Connection and more, Sterling Productions – FOOSE (Hot Rod) Experience Tour DIRT Illustrated and Wright Publishing – Hot VWs, Sand Sports.

President/Managing Director - Real Media USA, LLC - May 2008 – March 2013

Media and event management and consulting, specializing in on-line strategic development and implementation, consumer and B2B marketing, advertising and sponsorship sales management. Assignments included:

- Write new business and financial plan for Ryan Communications Group off road market enthusiast publisher.
- Conduct in-depth market research for special publisher consumer event – RIDER Magazine.
- Create new strategy and tactical plan to sell sponsorship packages for BRP (Can-Am) Factory ATV/Side by Side North American Race Teams.

Vice President, Consumer Events - Advanstar Communications - January 2005 - April 2008

Properties include – International Motorcycle Show Series, www.motorcycleshows.com, Off Road Expo Tour, offroadexpo.com, 2 Wheel Tuner Magazine, 2WT Special Events, 2WTmag.com, 2 Wheel Tuner Business.

- Direct/manage all consumer business components as a seamless multi-media business.
- Develop marketing programs to set new records in sponsor, exhibit, consumer ticket and product sales.
- Led new business unit development, head negotiations of potential new business acquisitions.
- Negotiate, manage and/or oversee all major contracts, including show venues, sponsors, sales, general contractors, transportation and agencies for PR, media buying, promotions, research and service providers.

PRIMEDIA – 1995 - 2005 - Also operated as EMAP, Petersen Companies and Petersen Publishing.

Vice President, Executive Producer – Motor Trend Auto Shows: 2003 - 2005

- Grow revenue/profit targets for (nine) shows in West U.S.
- Implemented best practices review between the Auto Shows and Ducks Unlimited Great Outdoor Festivals.

Vice President, Executive/Group Publisher – Primedia/EMAP/Petersen Outdoors: 1999 - 2003.

- Operate and manage a multi-title (17 magazines) and communication product division.
 - Developed marketing and content driven relationships with European based manufacturers.
- Write/deliver strategic business and financial plans for group.
- Developed plan and launched division's first new television show, Guns & Ammo TV.

Group Publisher/Publisher – Petersen Publishing/Companies: 1995 -1999

- Auto Performance Group. – Two national titles plus 18 special editions.
- Write and deliver magazine business plans, developed P&L for each property.
- Manage staff, drive revenues, deliver profit target.

Communications Manager North America – Bombardier Ski-Doo Snowmobiles: 1994 – 1995

- Oversee and manage all aspects of Ski-Doo Advertising and Public Relations.
 - Managed agencies in Chicago and Detroit – extensive travel in North America.
- Work closely with product marketing, sales and engineering groups to develop communications strategy.
- Also responsible dealer co-op advertising, consumer new product shows and demo ride programs.

Early Career: Held series of management/leadership roles including: National Sales Manager, Regional Office Sales Manager, Associate Publisher and Publisher for major national powersports enthusiast & trade publishers, Including, **Cycle News, ATV News,**

Personal Watercraft Illustrated, Motorcycle Road Racer Illustrated, Water Scooter, Watercraft Business and Watercraft World.

- Motorcycle shop Experience – started as Shop assistant worked way up to General Manager at Vegas Cycle Center, Las Vegas, NV, Sales Manager to General Manager at Valley Yamaha, Las Vegas Nevada

Education

University of Nevada, Las Vegas - BS received in Management, concentration in Personnel Management

Education Dynamics Institute - Real Estate Law & Principles - License Granted.

Affiliations/Community Service: Lifetime member – American Motorcyclist Association, Cub Master – Cub Scout Troup 435, Member Exec Marketing Board OC, CA Boy Scouts, Youth Coach (NJB) Basketball, (AYSO) Soccer.