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# MARK W. JOHNSON

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## Director of Engineering

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### OVERVIEW

Highly experienced and accomplished Director of Engineering with demonstrated success in Engineering Management, Business Management, and Business-to-Business Sales in highly competitive markets. Background includes Engineering and Engineering Management, Sales Account Management, Managed Services, Direct and Indirect Channel Sales, and Strategic Partner Management in the Mobile and Telecommunications industries. Expertise in technology and telecommunications industries with strong technical background. In-depth knowledge of mobile phones, two-way radios, distributed antenna systems, wireless LAN products, and mobility computing which allows for the development of strong credibility with all stakeholders.

Superior sales skills with proven record as a top performer and success managing complex sales cycles with C-level executives, identifying specific ROI business opportunities within the enterprise, and negotiating high-level contracts. Possesses a well-developed, vital network of business contacts and strategic network of key relationships within the industry, integral in advancing business development initiatives. Flexible, responsive, and customer focused.

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### CORE STRENGTHS

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| <input type="checkbox"/> Consultative Solution-Based Selling                  | <input type="checkbox"/> Expanding Market Share/Growth Initiatives | <input type="checkbox"/> New Business Development        |
| <input type="checkbox"/> Direct & Channel Sales/Marketing                     | <input type="checkbox"/> Strategic Partner Management              | <input type="checkbox"/> Global Alliances & Partnerships |
| <input type="checkbox"/> Product Positioning/ROI-Driven Sell-Through Programs | <input type="checkbox"/> Identifying Competitive Opportunities     | <input type="checkbox"/> Major/Key Account Cultivation   |
| <input type="checkbox"/> Client Relationship Management (CRM)                 | <input type="checkbox"/> Customer Support and Training             | <input type="checkbox"/> Proposal Development            |
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### PROFESSIONAL EXPERIENCE

**CommDEX, LLC.**

**2017 to Present**

■ **Director of Engineering (5/2023 – Present)**

Responsible for managing the Engineering resources within the CommDEX Operations organization. Responsibilities include and setting policy and ensuring processes and controls are in place to deliver a consistent quality service to customers, ensure all engineering tools, test Equipment, and software licenses are maintained and kept current, manage and support engineering design efforts for both presale proposal creation as well as postsale implementation, manage engineering project assignments and loading for highest quality delivery to customers, maximum utilization, budget adherence, and on-time completion.

Management Accountability:

- Manage the relationships with Distributed Antenna System (DAS) OEM suppliers to maintain team certifications and to garner support for engineering designs and DAS implementations.
- Support the personal development of engineering resources and ensure they are taking advantage of training opportunities and maintaining appropriate professional certifications.
- Manage engineering tasks and activities on project to ensure timely execution of projects and to maximize revenue.
- Consistently review project and team performance to implement lessons learned and maintain continuous improvement with project execution.
- Maintain consistent dialogue with Sales and Presales to implement lessons learned into new proposals and to properly plan resources for projects in the funnel.
- Continue to support Presale Business Development team with proposal writing and pricing activities during peak proposal response periods.

**CommDEX, LLC.**

**2017 to Present**

■ **Presale Business Manager (3/2021 – 5/2023)**

Responsible for managing coordination, structure, writing, and pricing of Request for Information (RFI) responses, Request for Proposal (RFP) responses, and Request for Quotes (RFQ). Responsibilities include comprehensive review and understanding of project requirements, collaborating with key internal stakeholders to gather input into structuring proposal responses, assisting Sales Account Executives with communicating with customers on gathering proposal

requirements, obtaining sub-contractor and supplier quotes for services and equipment, and developing pricing models to create competitive bids and quotes while meeting company financial objectives.

Management Accountability:

- Manage the relationships with key vendor partners to ensure timely and competitive quotes for proposal creation.
- Maintain continuous communication with Sales and Operations to ensure that proposals are written to capture all project requirements and to ensure a smooth transition of projects from presale to postsale.
- Create and continuously update proposal templates, and pricing templates, and statement of work (SOW) templates by project type to implement lessons learned and improve competitiveness of proposals while maintaining margin goals.
- Perform competitive analyses and market research to improve win probability with proposal responses.
- Coordinate and manage proposal response teams and delegate the responsibility for writing various sections of proposal responses to ensure timely and effective proposal response creation and submittal.

**Commdex, LLC.**

**2017 to Present**

■ **Senior Account Executive, State, Local, & Commercial Markets (11/2017 – Present)**

Responsible for managing the executive relationship with the State & Local Markets and Commercial Markets organizations of Motorola Solutions as a primary customer, as well as managing the relationships with direct State & Local accounts. Responsibilities include the sale of systems integration services in support of the implementation of mission critical communications systems, as well as providing engineering services and/or staffing support of these systems as well. Responsibilities also include managing and resolving customer related issues, cultivating strategic relationships with industry related companies to provide valuable solutions to clients, marketing the company's services and capabilities to customers, and serving as a trusted advisor for providing customer solutions.

Management Accountability:

- Manage the relationships at all levels of personnel within Motorola Solutions' S&L and Commercial organizations, as well as the relationships with personnel with customers such as Black and Veatch, Commscope, and the City of Irving
- Formulate and conduct strategic sales and marketing plans to generate lift in sales of Commdex services
- Assist the Commdex Presale team in developing and submitting proposals to customers for a variety of Commdex services, being mindful of revenue and margins goals
- Manage and execute on a discount growth incentive program with Motorola to drive increased sales activity
- Foster the establishment of new services opportunities with Motorola by leveraging their expanding portfolio, particularly in the Software Solutions portfolio
- Lead and/or participate in the development of responses to Requests for Information (RFI) and Requests for Proposals (RFP) from various State and Local customers

**Motorola Solutions, Inc.**

**1990 to 2017**

■ **Senior Account Executive, Petrochemical Commercial Markets (9/2014 – 3/2017)**

Responsible for managing the global executive relationships with Chevron Inc, Chevron Phillips Chemical Company, Inc, Valero, Inc, Dupont Inc, and Ascend Performance Materials. Responsibilities included the sale of Motorola. Solutions Two Way radios systems, products, and associated services as well as ancillary product and service solutions offered by Motorola and its partners. Responsibilities also included managing and resolving customer related issues, cultivating strategic relationships with industry related companies to provide valuable solutions to clients, and serving as a trusted adviser to clients in areas that can enhance communications to boost customer safety and productivity.

Management Accountability:

- Manage the relationships at all levels of personnel with Petro Chemical companies for sales of Motorola products and services and management of existing products and services.
- Formulate and conduct strategic sales plans to generate lift in sales of Motorola products with customers.
- Develop strategic account management plans and execute strong successful metric and ROI-driven sell-through programs.
- Manage and appropriately negotiate revisions to the Master Purchase Agreements between Motorola and Chevron Inc and Chevron Phillips Chemical Company, Inc. respectively.
- Lead and/or participate in the development of responses to Requests for Information (RFI) and Requests for Proposal (RFP) from various customers
- Act as the customer champion within Motorola to resolve product and service related issues, identify new potential product solutions.

### ■ **Channel Account Lead, North American Carriers (01/2010-9/2014)**

Responsible for managing the executive relationships with Sprint Nextel, T-Mobile, and their respective channel partners nationwide sales of Motorola Solutions products with these carriers. Responsibility also includes working with Motorola Reseller partners and Motorola Enterprise Sales reps to generate co-sell sales of Motorola Solutions products for activation on these carrier networks. Emphasis is placed on business development activities to identify sales opportunities for other Motorola products in the portfolio beyond mobile computers, generating sales campaigns and strategies to generate demand, as well as supporting the relationships with end user customers to close deals and resolve product issues. Additional responsibility includes maintaining a strategic alliance with the carriers at an executive level to foster continued partnering in driving joint growth.

#### Management Accountability:

- Met with and presented to key end user customers to assist in closing deals for mobile computers.
- Established a very high level of credibility with stakeholders at all levels by leveraging a strong technical background.
- Assisted in or drove the resolution of issues that Sprint or their customers experienced with ES400 and other Motorola products.
- Conducted training on Motorola products to Sprint and Sprint partner sales personnel.
- Worked closely with Sprint and Sprint partners to develop new sales opportunities with key customers
- Manage Sprint relationship for successful implementation of Shell managed service project as well as future Shell refineries.
- Foster the development for future managed service opportunities with Sprint for additional two way radio systems as well as WLAN managed service systems.

### ■ **Channel Account Manager, Two Way Radio Dealers, Southern California (01/2009-01/2010)**

Responsible for managing the relationship with Motorola Two-Way Radio channel partners in Southern California to generate sales of Motorola Two-Way Radios and accessories, Wireless Broadband products, and Enterprise Mobility products. Develop strategic partnerships with all owners, principal managers, and sales personnel of these channel partners to develop sales strategies, marketing campaigns and personnel development plans in a proactive effort to drive sales growth and customer acquisition to achieve a total sales goal in excess of \$60M for 2009.

#### Management Accountability:

- Manage the relationships of Motorola Manufacturer's Representatives (MR) channel partners in Southern California.
- Formulate and conduct sales promotions with channel partners to generate lift in sales of Motorola products.
- Develop strategic account marketing plans and execute strong successful metric and ROI-driven sell-through programs.
- Act as the channel champion to distribute Motorola promotion and new product information to owners and sales reps. Plan, develop, and implement new channel marketing programs that are aligned with company strategy, and meet the respective needs of sales and channel partners.
- Coordinate collaboration between channel partners and Motorola subject matter experts and cross-functional stakeholders to assist in end-user sales meetings and issue resolution, sales rep training, and marketing campaign development/implementation.

### ■ **Market Area Manager, Southern California (2005-2008)**

Responsible for managing the relationship with Sprint Nextel and their channel partners in the Southern California market as well as Arizona, Colorado, Nevada, New Mexico, and Utah to generating sales of Motorola phones and accessories. Interfaced with all of Sprint's sales channels including company-owned retail stores, indirect retail stores (dealers), indirect business teams, national retail partners, and direct sales teams for general business, enterprise, and the public sector. Emphasis on developing sales promotions and contests, training dealer sales reps, and driving higher market share of Motorola products and end-user mindshare within their stores.

#### Management Accountability:

- Met with and presented to key corporate customers to assist in closing large deals for products and accessories.
- Established a very high level of credibility with stakeholders at all levels by leveraging a strong technical background.
- Assisted in resolution of issues that Sprint or their customers experienced with Motorola products.
- Conducted training on Motorola products to Sprint and Sprint partner sales personnel.
- Worked closely with Sprint to develop new sales opportunities with key customers in the respective regions.
- Managed demo unit programs with key Sprint enterprise customers in the territory for targeted new product launches which involved collaboratively identifying top opportunities, implementing training to customers to accompany the demo units, and consistently following up with customers to address issues and questions.

- Effectively presented Motorola Sprint roadmap, product and features to a wide variety of audiences of 500+ attendees.
- Participated in end-user meetings with indirect dealer partners and Sprint direct sales reps to assist in presenting and promoting Motorola product features and attributes resulting in successful Motorola unit sales. Select clientele include Honda, Intel, BP Amoco, and Disneyland.

■ **iDEN Accessories Business Manager, Fort Lauderdale Corporate (2002-2005)**

Responsible for managing P&L of the \$52M iDEN Accessories Business. Areas of accountability encompassed pricing of new and existing accessory products; establishing sales forecasts for accessory products; driving strategic direction of accessory product roadmap and portfolio mix decisions; driving cost reductions with Engineering and Purchasing teams to increase margin; establishing terms and conditions of various sales promotions and programs with customers and monitoring progress on said programs; and negotiating licensing agreements with various suppliers to license iDEN technology to support external accessory design, or to obtain technology for the benefit of designing internal accessory products.

Management Accountability:

- Collected accurate customer accessory forecasts and generated total accessory product forecasts to drive our supply chain team. Forecasts were developed using customer inputs, historical data and trends, feedback from the sales team and knowledge of customer, as well as competitive promotions.
- Set pricing for all accessory products and communicated pricing for new products and pricing changes to customers on a monthly basis. Pricing was managed effectively to maintain a competitive position to maintain market share against competitive products, while at the same time preserving our overall margin requirements.
- Managed accessories excess and obsolescence inventory to decrease P&L exposure through strategic pricing promotions, marketing promotions, online accessory auctions, product bundling, and alternate channel distribution.
- Managed end-of-life plans for various accessory products to ensure coverage for key strategic customers while minimizing exposure for excess inventory.
- Managed shipping expectations with all customers with emphasis on Sprint Nextel and negotiated occasional concessions on pricing or delivery terms in response to delivery issues or increased demand requirements from customers.

Contracts and Negotiations:

- Successfully negotiated Accessories contract portion of overall distribution agreement between Motorola and Sprint Nextel including terms on pricing, product portfolio, sales commitments, delivery performance, and quality.
- Negotiated pricing and business terms for accessory products with Sprint Nextel, Southern LINC Communications, Boost Mobile (prior to Nextel acquisition) Tescoco, Brightpoint, Brightstar, and Radio Shack.
- Worked in conjunction with supply chain team to negotiate cost and delivery expectations with accessory suppliers to Motorola thus ensuring our ability to maintain healthy margins on our products without sacrificing quality.
- Effectively negotiated licensing terms and licensing contracts with various Sprint Nextel accessories suppliers to have access to Motorola proprietary technical information for phone connector and interface specifications.

■ **Engineering Manager, iDEN Accessories Development & Hardware New Feature/Product Evaluation (1998-2002)**

Managed a team of 22 engineers in the development of mobile phone accessories, as well as the evaluation of new features and products. Accountability encompassed product support of shipping accessories in the way of warranty reduction, field issue resolution, and cost reduction, as well as the development of new products to be introduced to the market.

- Exercised product support by interfacing and providing effective communication with internal and external customers.
- Fashioned highly effective and productive department by empowering each team member to optimize their full potential.

**Prior positions held with Motorola include:**

■ **Section Manager, iDEN Hardware New Feature/Product Evaluation (1997-1998)**

■ **Section Manager, iDEN New Product Development (1996-1997)**

■ **Lead Engineer, iDEN New Product Development (1995-1997)**

■ **Senior Electrical Engineer, iDEN New Product Development (1993-1995)**

■ **Electrical Engineer, iDEN New Product Development (1990-1993)**

**EDUCATION**

**Master of Business Administration Degree, University of Miami, Coral Gables, FL - 1996**  
**Bachelor of Science Degree in Electrical Engineering, Cornell University, Ithaca, NY - 1990**

## PROFESSIONAL AFFILIATIONS

**Toastmasters, 1992-present:** Currently an active member of the Motorola Communicators in Plantation, FL. Served as Chapter President and VP of Education. Accomplishments include representing the chapter in Florida in over 15 Area and Division contests, holding various offices, and attracting and mentoring new members. Won District level speech competition in October 2009 in California and Division level speech competition in 2019 and 2023 in Florida.

**Phi Beta Sigma Fraternity, Inc., 1987-present:** Currently serving as Chapter Social Action Director of this community service organization in Broward County, Florida. Previously served as Chapter President, Vice President, Secretary, and VP of Public Relations.

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