

Kenneth D. Johnson

1925 McGraw Avenue
New York, 10462

Phone: (212) 260-0722
Email: kd.Johnson@att.net

SUMMARY

Proven leader and effective private sector development, marketing and sustainable international development practitioner. Expertise in strategic visioning, planning, and organizing projects and team members across large matrix organizations. Acknowledged team manager with the ability to motivate mentor and maximize the effectiveness of team members in large organizations. Possess global perspective on private sector development with strong communications, analytical and problem solving skills. Possess strong understanding and appreciation for the positive impact the private sector can have on poverty reduction and capacity building, human rights, gender equality, environmental stewardship, labour and anti-corruption.

KEY COMPETENCIES	Program & Project Management	Sustainable Development and corporate citizenship
	Strategic Planning & Organizing	Corporate Relationship Management
	Corporate Research & Analysis	Training & Development
	Proposal Development	Conference Leadership & Management
	Corporate Social Responsibility CSR	Executive Judgment & Decision Making
	Sustainability	Corporate Communications & Reporting
	Private Sector Development	

PROFESSIONAL EXPERIENCE

Devconia, LLC, New York
Principal

July 2007 -
Present

- Lead Business and Sustainable Growth and Development efforts to reduce poverty through private sector innovation in a manner consistent with the tenets of United Nations Global Compact
- **Corporate Social Responsibility (CSR):** Lead CSR consulting for international clients. Developed a comprehensive CSR framework to support corporate citizenship and best practices. Work with local NGO stakeholders as well as community leaders and civil societies in developing country and region specific CSR approaches. Help client assess their environmental, social and economic impact on the communities in which they operate.
- The World Bank Group – Briefly worked with World Bank Group leadership in 2010 notably the North America Africa Action Plan (AAP) Consultation Conference to help formulate effective strategies to foster sustainable development in Africa. Co-coordinated this important and complex multi-stakeholder event with senior leadership. In 2008, worked again with the World Bank Group-IMF African Society for the first joint MCC, USAID diaspora briefing geared toward multiple stakeholders.
- **International Development:** Provide strategies to governmental agencies including financial and project management solutions in support of their development goals in private sector development. Formulate marketing strategies to increase business development. Negotiated from start to finish a Public-Private-Partnership (PPP) between the South African Government Agency (GEDA) and a major US diamond manufacturing entity.
- Developed content and led discussions, forums and presentations at various institutions including governments (U.S. State Dept. FSI, Millennium Challenge Corporation MCC), the private sector, civil society and academia.

PricewaterhouseCoopers, New York
Senior Manager: Business Development & Sustainability Mgmt:

January 2005 -
June 2007

- Co-led and supervised major program strategy in partnership and collaboration with managing partners in the Financial Services sector and across multiple functional areas.
- Strategically aligned the fast evolving financial services sector with PricewaterhouseCoopers' vision and goals for maximum client impact.

- Assisted in management, planning and development of PwC's cross-industry approach for an enduring competitive advantage and client centric results
- Coordinated and oversaw projects carried out by several functional areas across multiple geographies
- Project managed and directed business development efforts for select clients to reach our annual growth goal of 10%
- Developed and executed strategic marketing and business development plans for external clients in multiple industries
- Developed and executed marketing and business development plans for external clients in the several industries as well as managed division's communications and thought leadership efforts
- Established market goals and identified profitable client target segments for sustainable growth
- Developed and sustained relationships with senior partners to support ongoing client relationship
- Coordinated, reviewed, edited and drafted CSR responses for RFPs developed and maintained the firm's promotional documents and related marketing collateral.
- Strategically enhanced PwC's Corporate Social Responsibility credentials and reputation

JMC (CONSULTING), New York

August 2001 – Dec 2004

Director, Business Development

- Developed integrated marketing and business development plan as well as appropriate financial analysis to support business case for export based companies
- **Corporate Social Responsibility:** Led CSR consulting for international clients; coordinated relationships and CSR programs with various NGO stakeholders and community leaders.
- Implemented CSR methodology.
- **Sierra Leone Export Development Corp:**
- Developed and managed an export marketing model identifying high value exportable products to increase export by 20% and significantly increase gainful employment
- Developed effective strategy to increase product awareness globally in order to drive sales
- Provided analysis of global emerging trends such as the African Growth & Opportunity Act (AGOA)
- Worked with the national chamber of commerce to enhance development through private sector development

ACCENTURE, New York

March 1997 -

Manager: Project Management & Business Development

July 2001

- **Project Manager & Business Development Leader**
- Drove the division marketing agenda and helped establish strategy, align objectives, and tracked progress
- Developed, prepared, and implemented medium and long-range plans in collaboration with senior partners;
- Set strategic directions as well as provided insights on how companies can promote and increase sales through effective marketing and corporate social responsibility
- Project managed, developed product and services to enhance marketing strategies both internally and externally and crafted compelling benefits and value propositions for various market services
- Developed marketing plan, managed budget and tracked the of performance for specific service lines
- Supervised product management and customer relationship management, ensuring that product rollouts are carried out within established timeframes
- Led content development, publication and dissemination of annual industry reports and reviews
- Identified and analyzed industry and consumer trends to increase market share, penetrate untapped markets for increased revenue growth and improve customer service
- Played a leading role in client planning, sales strategy and new business development efforts resulting in 20% AGR
- Provided mentorship, guidance and stewardship to other professionals under my supervision and fostered teamwork to ensured that work is completed on time, within budget and with the highest quality standards

ERNST & YOUNG, New York
Financial & Marketing Specialist

March 1993 -
Feb. 1997

- Performed financial analysis on companies and industries identifying trends and best practices

- Conducted research, financial and market analysis on various companies, and markets provided competitor intelligence information to increase market penetration by 15%
- Researched and provided financial analysis on various companies & industry and provided benchmarking for comparative analysis, E-commerce development and strategic marketing to increase market share
- Introduced new databases, on-line services, various research sources and methods to be more responsive to clients' needs
- Co-Developed market research division while improving investment research functions to maximize efficiency and client centric goals
- Managed market research, securities valuation functions
- Conducted investment research, analyzing various investment portfolios and assessing their risk factors
- Performed budgetary and management functions.

EDUCATION

UNITED NATIONS INTERNATIONAL SCHOOL – New York, USA

ALBERT ACADEMY HIGH SCHOOL – Freetown, SL

LONDON CHAMBER OF COMMERCE & INDUSTRY & ROYAL SOCIETY OF ARTS
Certificate in Business Studies

BARUCH COLLEGE – City University of New York (New York) 1987

BBA: Bachelor of Business Administration (Economics & Finance)

National Dean's List Award

OTHER QUALIFICATIONS

On the Job Training & Experience

Selected Job-related training courses (title and year)

- Project Management Series (2007) PricewaterhouseCoopers
- 7 Habits of Highly Effective Managers (2006) PricewaterhouseCoopers
- Project Management for Managers including: Project Leadership; Initiating & Planning; Execution & Control; Closing & Sustaining (2006) PricewaterhouseCoopers
- Strategic Communications for Senior Managers (2005) PricewaterhouseCoopers
- Presentation Dynamics (2001) Accenture

Job-related skills,

- Software: Microsoft Office Suite (Word, Excel and PowerPoint)
- Coaching and Mentoring Skills
- Presentation skills
- Leadership skills
- Facilitation skills
- Writing and Communications Skills
- Conference Management & Moderating Skills
- Knowledge building & Training
- Management & Organizational skills
- Mentoring and Stewardship skills
- Metrics development and evaluation skills
- Designing and delivering various training lectures

PROFESSIONAL & PHILANTHROPIC AFFILIATIONS

- Project Management Institute (PMI)
- United Nations International School (UNIS) Alumni Council