

City Council Vacancy Application: Submission #24

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Date of Application:

2024-11-20

Your Name:

Last Name

Johnson

First Name

Bryan

Middle Name

{Empty}

Address:

Number and Street

200 Bermuda Road

Apt. Number

{Empty}

City

Marco Island

State

FL

Zip

34145

Phone Numbers:

Home

{Empty}

Cell

6092512580

Business

{Empty}

Email Address

bjohnsonsc1@gmail.com

Organization

City Council

Background

How long have you been a resident on Marco Island?

3-4 Years

Are you a qualified elector of the City?

Yes

Have you previously served on the City Council for more than eight [8] years?

No

Have you ever been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)?

No

Would you (or any organizations with which you are affiliated) potentially benefit on a personal level from decisions or recommendations made by this board?

No

Do you currently hold public office?

No

Do you now serve, or have you ever served on a Collier County or City of Marco Island board or committee?

No

Qualifications

Please list your community activities and positions held (Example: Civic clubs, neighborhood associations, etc.):

N/A

Why do you want to serve on the City Council?

- Serving on the City Council offers a unique opportunity to make a meaningful impact in our community. By participating in local governance, I can help shape policies that improve the quality of life for residents, advocate for sustainable development, and address pressing issues such as housing, public safety and environmental sustainability. My voice can represent diverse perspectives, fostering inclusivity and collaboration among community members. Additionally, serving on the city council allows me to connect with fellow citizens, build relationships, and inspire positive change, making our community a better place for everyone.

What issues do you think should be addressed by the City Council?

- 1. Trust & Transparency
- 2. Budget Management
- 3. Short & Long Term Strategic Planning
- 4. Community Engagement

Resume

[Resume - City Council.doc](#)

Bryan Scott Johnson

**200 Bermuda Rd.
Marco Island, FL 34145**

**609-251-2580
bjohnsonscl@gmail.com**

Objective: To obtain a city council position where I can utilize my experience in Executive Sales and Executive Management that will deliver cost savings and revenue growth in consideration of current market trends.

Top-performing Truckload, LTL and Auto Transport Executive in a highly competitive industry. I have the proven ability to drive business, deliver revenue growth, market share and market penetration.

Strengths:

- Rapidly establishing strong market position and achieving solid sales growth.
- Maintaining exceptionally positive account relationships through a consultative sales approach.
- Setting and achieving increasingly aggressive goals.
- Providing superior customer service through effective listening, thorough needs assessment and meticulous follow through.

Professional Experience:

**Supply Chain Logistics
National Multi-Mode Logistics Company
Consulting For Asset and Non-Asset Transportation
President & CEO**

September 2018 – Present

- Startup a new specialized enclosed auto transport business for a carrier and helped grow from zero dollars in revenue to 8 million annually in 16 months.
- Diversified transportation service offerings by launching a new refrigerated truckload division for a carrier division in March 2019.
- Aggressively secured dedicated contract business and expanded the startup refrigerated truckload division to 30 company trucks in year one.
- Designed the sales strategies and operational network based on my experience with sales, operations and geographical pricing knowledge
- Design and develop achievable but aggressive budgets for both Truckload and Auto Transport Divisions
- Recruit, hire, train and mentor the current sales team

**McCollister's Transportation Group, Inc.
National United Van Lines Agent – Specialized LTL Transportation
Vice President of Sales – Auto Transport & Specialized Divisions**

November 2015 – August 2018

- Implement sales strategies to penetrate new and existing business lines and verticals
- Developed new auto transport business from \$500k annually to 18 million annually in 24 months.
- Penetrated new markets for OEM business and dedicated collector car auction business
- Recruit and hire current sales team
- Mentor and coach east coast sales team to surpass annual sales goals
- Train east coast sales team in all areas of the sales process
- Develop and execute measurable metrics to manage east coast sales team and hold individuals accountable for sales growth and annual sales goals

- ❑ Annual reviews of the sales team

**Interstate Carrier Express (ICX)
National Truckload and LTL Transportation Carrier
Vice President of Sales – East Coast**

September 2014 – November 2015

- ❑ Implement sales strategies to penetrate new accounts and maximize revenue generated from existing business
- ❑ Develop new business through self-generated leads and cold calling.
- ❑ Increased territory sales by 6 Million annually inside of 13 months
- ❑ Recruit and hired salaried and agent sales team
- ❑ Mentored and coached sales team with the sales process

**Elite Express
National Truckload and LTL Transportation Carrier
Director of National Account Sales**

November 2012 – September 2014

- ❑ Implement sales strategies to penetrate new accounts and maximize revenue generated from existing business
- ❑ Develop new business through self-generated leads and cold calling.
- ❑ Manage and execute all facets of corporate competitive bids and RFQ's
- ❑ Negotiate and assemble comprehensive pricing with new and existing accounts
- ❑ Support account executives with closing strategic accounts in their territory
- ❑ Train account executives on a consultative sales approach and how to add value to Elite Express niche business model
- ❑ Mentor account executives on managing sales processes including: Sales Call Cycle, Forecasting, Pipeline, Pricing Negotiations, Presentations.
- ❑ Continuously exceed monthly sales forecast and sales incentive plan.

**New Century Transportation, Inc., Westampton, New Jersey July 2004 - November 2012
National Truckload and LTL Transportation Carrier**

Account Executive - Independently manage sales territory in Southern New Jersey and Eastern Pennsylvania to ensure appropriate account coverage and territory growth. Sell a wide variety of Less than Truckload and Truckload services to small businesses, large corporations and third party logistics companies.

- ❑ Built customer base to 111 new clients by developing strong rapport with potential customers, finding their particular supply chain needs and matching those needs with our appropriate service.
- ❑ Continuously exceed monthly sales forecast and maximize sales incentive plan.
- ❑ Develop new business through self-generated leads and cold calling.
- ❑ Sell effectively to a wide variety of contacts including C-Level managers, Logistics Managers, Purchasing Managers and Quality Control Managers.
- ❑ Perform Power Point sales presentations for Purchasing Managers, Logistics Analysts and Shipping Directors.
- ❑ Strengthen relationships with new and existing customers through various types of entertaining.
- ❑ Build new and existing business through a consultative-problem solving approach.
- ❑ Identified companies with niche markets that competitors were overlooking therefore providing an increase in sales by servicing a previously underserved market niche.
- ❑ Excel with customer service skills through prompt attention and coordinated meetings with key personnel at New Century to quickly extinguish service problems.

- ❑ Interview potential Account Executives and complete Interview Evaluation Forms to facilitate a formal recommendation.
- ❑ Participate in Executive Sales Strategy meetings.
- ❑ Twelve month forecasting for existing and new business to achieve growth goals.

Accomplishments:

- ❑ **2011** **185% of Quota.** Revenues of \$4,556,898
- ❑ **2010** **187% of Quota** Revenues of \$4,691,363
- ❑ **2009** **175% of Quota.** Revenues of \$4,378,933
- ❑ **2008** **205% of Quota.** Revenues of \$5,138,889
- ❑ **2007** **196% of Quota.** Revenues of \$4,918,051

Auto Elite Transport of Moorestown, inc., Moorestown New Jersey May 1997- June 2004
Automotive Transportation Corporation

Business Development Manager- Independently managed accounts at automobile manufacturers and executed calls on Ford Motor Corporation, Land Rover North America, Mercedes-Benz USA, BMW North America, Volvo, Jaguar, Subaru and Mitsubishi. Responsible for securing and negotiating new and current contracts.

- ❑ Increased company revenues by **12 million** annually as a result of closing **\$60 million in New Business** with **Ford Motor Company**. Capitalized on opportunities that expanded existing regions and opened new markets.
- ❑ Renewed 5 year contract as the primary carrier for Land Rover North America and closed additional **New Business** of **\$2.5 million annually**.
- ❑ Closed **New Business** with Mercedes-Benz USA as the secondary carrier with revenues of **\$1 million annually**.
- ❑ Closed **New Business** with BMW North America as the secondary carrier with revenues of **\$1.5 million annually**.
- ❑ Managed all new and existing customer contract bids involving competitive pricing, insurance compliance, and quality assurance and equipment availability.
- ❑ Performed consultative sales presentations to automotive manufacturers with ideas of consolidating freight lanes and prevent manufacturer subsidizing resulting in decreased revenue per mile.

Education:

Bachelor of Arts in Marketing, (1997)
 Cabrini College, Radnor, PA

Social Networking:

- ❑ <http://www.linkedin.com/profile/view?id=48496074>

References Available Upon Request