

# Joel R. Johnson

Director of Marketing, Strategy & Analysis, Sapient Interactive

## **PROFESSIONAL EXPERIENCE**

Advertising, Brand and Design Planning, Client Services, P&L Management, Business Development, Branded Entertainment, Moderating, Ethnography, Branding, Research Design

### **SPIKE DDB: Co-Managing Director, Strategy / NY / since 2007**

Lead profitable turn-around of Spike Lee's boutique advertising agency by adding strategic and organic growth. Key wins Topps, New Era, VH-1, NY Daily News, Lexus, Magic Johnson Foundation, Pulse.com, and Goldmic.com. Retained key clients Pepsi, Johnson & Johnson.

Lead staff of 25 with 3.5mil in revenue through agency re-branding. Introduced new services including branded entertainment and promotions. Projects included branded content, program integration, and branded webisodes for AMBI, Turner Networks and Royal Caribbean Cruises.

Highlights as Director of Strategy include co-authorship of bi-annual Urban Youth Trend Report for Pepsi and co-authorship of African American Market report with leading researcher Mintel. Insights lead to Pepsi Health and Wellness platform "Smart Spot" launch across portfolio. Highlights also include re-branding and re-launch of AMBI skincare for Johnson & Johnson.

### **SPIKE DDB: Dir. Strategic Planning / New York / since 2005**

Implemented brand planning discipline, managed planning and consumer insight research staff and planners, implemented all client research (consumer and secondary), managed research tools (Mintel, DDB LifeStyle), developed successful strategies for new business wins, campaign testing. Clients included the NBA on Turner Networks, Pepsi, Frito-Lay, Royal Caribbean Cruises, Clorox, Ariel Mutual Funds and State Farm.

Highlights include developing global urban youth strategy for Pepsi branding campaign. Campaign featured co-created package design (can), celebrity campaign (Pharrell Williams) in broadcast, print promotions and digital. Insights spoke to co-creative aspiration of millennials.

**DDB (formerly Burkitt DDB): Snr. Global Brand Planner / London, UK / 2004**

Managed team of brand planners, lead international new business development on several brands, responsible for agency brand planning process, developed and tested international campaigns. Clients included John Lewis dept. stores, Energizer, and Drambuie (Bacardi).

Highlights include developing pan-European consumer campaign to launch Energizer Lithium performance batteries following qualitative and quantitative research in over a dozen countries across Europe. Insights lead to deployment of "Are You Power Mad?" campaign internationally.

**LIVEWIRE S/R: Brand Planning Consultant / New York / 2001 - 2003**

Consultant in urban youth category for several ad agencies such as Red Tettemer, Mullen, DDB, and FCB. Brands included Sony PlayStation, MTV, Dell, New Era Cap Co, Coors, Guinness, Scripps Networks among others. Methodologies included Dial Testing, Focus Groups, Ethnographies, Trend-mapping, and Trend-forecasting.

Highlights include repositioning of brand loyalty program for SCEA.com (Sony PlayStation) after designing and conducting consumer ethnographies, online research and focus groups with teen gamers. Insights lead to pioneering social networking tools to help gamers find opponents online.

**DDB: Brand Planner / Chicago / 1999-2000**

Implemented user behavior research in brand planning. Co-managed DDB LifeStyle, an annual qualitative national consumer study. Co-managed SiteMuse, DDB's first interactive advertising usability lab. Interactive clients include Cars.com, CoolSavings.com, and GoliathFalls.com.

Highlights include developing winning pitch strategies for Dell (Enterprise), Cars.com, Knorr, and Philips Electronics. Designed and managed national consumer study (ethnographies) for Anheuser Busch. Insights lead to naming and package design for Killarney's Irish Red.

**SAPIENT (formerly E-Lab): Design Planner / Chicago / 1997-1999**

Experience-based User Research, ethnographic research, design planning, human factors analysis, new product development, and business planning strategy. Clients included SONY, BMW, Nabisco and Corningware.

Highlights include developing insights and design strategy for Sony consumer technology and BMW. Insights lead to BMW 5 Series cockpit redesign on user behavior.

**EDUCATION / PROFESSIONAL ORGANIZATION**

Guest Lecturer – Columbia University Business School, Lehigh University (AEF)

AAAA Account Planning Group, DDB Worldwide Diversity Council

American Association of Advertising Agencies O'Toole Award (2006)

American Advertising Federation Mosaic Award (2005), DDB Pinnacle Award (2006)

1997 Northwestern University, Evanston, IL,

MA degree: Performance Studies (School of Communications)

Business/Marketing Courses at Kellogg School of Management

Andrew Mellon Graduate Fellow, School of Communications Graduate Fellow

1996 Swarthmore College, Swarthmore, PA

BA degree: Theater Studies

Natl. Endowment of Humanities Younger Scholar, Mellon Fellow, Michener Fellow

Hobbies: Blogging, Avid Gamer, Playwright/Screenwriting, Basketball, Skiing