

**RICK JOHNSON** BIOGRAPHY**RICK JOHNSON**

Rick is a trusted strategic advisor and confidant to C-level executives, CEOs/Owners, Boards of Directors and Leadership Teams. He brings seasoned business acumen and experience across multiple industries and with small to large businesses while specializing in serving small and mid-market companies.

Street smart, Rick provides hands-on leadership ability to advise on building, turn-arounds, and reorganizing businesses. With a primary goal of consistent, managed profitable growth, he aids business leaders to drive revenue, improve profitability, mitigate risk and optimize efficiency across both robust and volatile business cycles.

Rick is well regarded for distilling complex business issues into creative, pragmatic, and actionable solutions; building and navigating diverse stakeholder relationships and developing high-performance teams.

Rick and his bride of 45 years, Kristine, reside in central Phoenix; have two grown children and four grandchildren. In his spare time, he enjoys traveling, riding his Harley, coaching baseball and working in his woodshop

**Executive Summary**

Rick Johnson brings over 40 years' experience to his role at AZ Growth Advisors. His expertise spans business and sales management, strategic planning, and marketing development, and has served companies and organizations of all sizes. He has held integral leadership positions throughout his career, including President of a \$5 million technical professional services company, National Vice President of Sales and Marketing for two \$2 million professional services firms, and Vice President of U.S. Sales at Avaya, where he was responsible for over \$1 billion in annual sales.

**Industry Specialties**

- Small business expert & coach
- Strategic business planning and execution
- Sales & distribution management
- New business development

**Coaching Specialties**

- CEO/President/Owner Business Coach
- Growing businesses

**Specific Expertise**

- Corporate strategy
- Leadership development
- Business development
- Operations management
- Sales and marketing expertise

**Current**

- Principal/Owner - AZ Growth Advisors

**Past**

- National Sales VP - Channels, Avaya
- NM Manager, AT&T
- Actively involved in both professional and local communities, Rick has served on over 20 boards of directors (both local and national in scope), and helped to establish six community organizations. He was recognized as one of New Mexico's top 100 most influential businesspeople by one of the state's premier business publications.

**Education**

- University of New Mexico – BFA
- Certified Coach, Gravitas Impact Premium Coaches