

Marcus T. Johnson

Email: marcusjohnson480@gmail.com

Cell: 303.819.8525

Profile: www.linkedin.com/in/marcustjohnson/

Website: <https://marcustjohnson.theradarlist.com/>

Senior Level – Operations and Development Leader 20+ Years of Leading Impact Teams and Programs

Skills:

Turned around lagging operations, Generate Revenue, Costs Savings Specialist, Enabled Rapid Response, Relationship Management, Problem Solve Complex Issues, Exceed Quotas and Goals, Revenue Pipeline Management, Contract Negotiations, Stakeholder Management, Operations Management, Process Improvement, Policy Development, Public Relations & Engagement, Technical Guidance, Program Management, Talent Management, Community Engagement

Education and Training

National Association of Workforce Development, 2018 – Certified Workforce Development Professional

Urban Land Institute, Colorado, 2018 – Real Estate Development Cohort

Project Management Institute, 2014 – Project Management Professional (PMP)

University of Chicago, Chicago, 2007 – Process Management & Improvement

University of Colorado, Boulder, 1998 – MBA – Marketing & Technology Innovation

University of Colorado, Boulder, 1998 – MS – Telecommunication Engineering

Active Service:

Aurora Economic Development Council

Community College of Denver Advisory Council

Second Chance Center Board of Directors

Professional Experience:

TURNER CONSTRUCTION – *“To be the highest value provider of global construction services and technical expertise.”*

Business Development / Workforce Development – Mar 2022 to Jan 2024

As the Business Development Lead, I orchestrated transformative growth strategies and spearheaded marketing initiatives aimed at expanding our company's influence within the Higher Education, State, and Local Government sectors. Leveraging my dynamic leadership skills and innovative approaches, I successfully reversed market stagnation, penetrating previously untapped verticals, and solidifying our reputation as pioneers in the industry.

Key Contributions:

- **Strategic Business Development:** Catalyzed the company's expansion by securing over \$130 million in contracts, contributing significantly to our growth trajectory and financial stability.

- **Visionary Market Analysis:** Identified and targeted \$1.7 billion worth of projects for 2026, demonstrating foresight and strategic planning capabilities that positioned the company for long-term success.
- **Workforce Development Initiatives:** Served as the Workforce Development Coordinator for public sector projects, aligning workforce development strategies with broader business goals to enhance project outcomes and community impact.
- **Industry Evangelism:** Acted as an evangelist for our operations team's expertise, enhancing internal morale and external perceptions of our team's capabilities and dedication to excellence.
- **Non-Competition Collaboration:** Proved instrumental in generating over \$50 million in non-competition leads to trade partners and other regions within Turner, fostering a culture of collaboration and mutual success.

Skills and Expertise:

- **Leadership in Business Development:** Demonstrated ability to lead business development efforts, driving growth and expanding market presence in strategic sectors.
- **Market Analysis and Strategic Planning:** Skilled in analyzing market trends and identifying lucrative opportunities for expansion and growth.
- **Workforce Development Coordination:** Experience in coordinating workforce development efforts, aligning them with business objectives to maximize project success and community benefits.
- **Effective Communication and Evangelism:** Proven capability to champion the strengths and expertise of teams, enhancing brand reputation and team morale.
- **Collaborative Partnership Building:** Expertise in cultivating productive partnerships, generating significant leads and opportunities through strategic collaboration.

CITY AND COUNTY OF DENVER, DENVER ECONOMIC DEVELOPMENT AND OPPORTUNITY – *“Leading an inclusive and innovative economy for all Denver residents, businesses, and neighborhoods.”*

Workforce Development, Director – Nov 2021 to Mar 2022

Project Manager (Denver Construction Careers Program) – Mar 2018 to Nov 2021

Key Achievements:

- **Led a Dynamic Team:** Empowered and guided a team of skilled professionals in the development and execution of the Denver Construction Careers Pilot (DCCP), a pioneering construction workforce development program. Demonstrated exceptional leadership in conceiving, executing, monitoring, and reporting on program initiatives, highlighting a commitment to transformative community development.
- **Managed Significant Budget and Projects:** Commanded an annual operating budget of \$2.5 million, efficiently allocating resources to maximize program impact. Oversaw capital improvement projects valued at \$5 billion, showcasing the ability to manage large-scale investments and drive significant enhancements in the city's infrastructure and living conditions.
- **Pioneered Workforce Development Initiatives:** Provided foundational leadership in establishing DCCP, focusing on cultivating talent within the construction trades. The initiative supported over 14,000 jobs across 13 projects, with values ranging from \$10M to \$230M, demonstrating a substantial contribution to local employment and economic growth.

- **Vendor and Partnership Management:** Managed relationships with 12 vendors to provide supportive services, training, and shared services essential for the program's success, ensuring effective collaboration and resource utilization.
- **Community Outreach and Engagement:**
- **Championed DEI and MWBE Initiatives:** Actively supported diversity, equity, and inclusion (DEI) efforts, along with Minority/Women-Owned Business Enterprise (MWBE) business development initiatives, reinforcing the organization's commitment to inclusive economic growth.
- **Enhanced Educational Opportunities:** Drove the automatic college enrollment of Denver Public School students eligible for free/reduced lunch to two local universities, directly contributing to increased educational access and workforce readiness.
- **Federal Grant Management:** Assisted in the application and management of federal grants, overseeing the disbursement of funds to businesses navigating the complexities of permitting and new business establishment. Evaluated proposals critically, ensuring alignment with strategic objectives and community benefits.

Skills and Expertise:

- **Strategic Leadership and Team Management:** Proven ability to lead and inspire teams, driving initiatives that foster economic development and workforce innovation.
- **Project and Financial Management:** Expertise in managing substantial budgets and overseeing large-scale capital projects, demonstrating strong financial acumen and project management skills.
- **Economic Development Knowledge:** In-depth understanding of zoning requirements, engineering, transportation, park requirements, impact fees, land uses, and public/private finance, essential for effective city planning and development.
- **DEI and Community Engagement:** Strong commitment to diversity, equity, and inclusion, with a track record of supporting MWBE business development and community engagement initiatives.
- **Educational Program Development:** Innovated educational pathways for underprivileged students, showcasing a dedication to expanding opportunities and supporting community growth through education.

LA COUNTY DEPARTMENT OF HEALTH SERVICES – *Expanded and enhanced electronic medical records services county wide servicing the nation's 2nd largest public health system.*

Project Manager (Management Fellow) – Nov 2016 Mar 2018

In my capacity as Project Manager (Management Fellow) with the LA County Department of Health Services, I led the transformative upgrade and expansion of electronic medical records (EMR) services across the county. This pivotal role required a blend of strategic vision, technological acumen, and operational excellence to enhance healthcare delivery within the nation's second-largest public health system, servicing nearly 9 million patients annually.

Strategic Initiatives and Impact:

- **Innovative EMR System Deployment:** Spearheaded the \$3.5 million deployment of an Electronic Health Records system at the LA County Sobering Center. This initiative not only improved patient care but also systematically diverted approximately 25 individuals daily from emergency hospitals or prisons, resulting in an estimated \$8 million in annual financial savings.
- **Maternity Ward Technological Upgrades:** Managed a \$4 million equipment upgrade project across LA's largest six hospitals' maternity wards. This project was crucial in enhancing the

quality of maternal and neonatal care, demonstrating a commitment to the health and well-being of mothers and newborns.

- **Prescription Fulfillment System Migration:** Directed a \$5 million migration project for the prescription fulfillment system, optimizing the efficiency and reliability of medication dispensing. This upgrade significantly improved patient safety and service satisfaction.

Skills and Expertise:

- **Project Management in Public Health:** Demonstrated strong leadership and project management skills, with a focus on implementing technology solutions that enhance healthcare delivery and operational efficiency.
- **Strategic Planning and Implementation:** Proven ability to plan and execute large-scale technology integration projects, aligning with broader health system goals to improve patient outcomes and satisfaction.
- **Health Informatics:** Deep understanding of health informatics principles, including the deployment and optimization of EMR systems to improve healthcare services and administrative processes.
- **Resource Optimization:** Skillful in optimizing resource utilization, leading to significant cost savings and more effective patient care strategies.
- **Stakeholder Engagement:** Effective communicator and collaborator, engaging with a wide range of stakeholders to ensure project success and alignment with healthcare delivery objectives.

CITY OF SIERRA VISTA – *Extraordinary Skies. Uncommon Ground.*

Economic Development Project Manager – Nov 2015 to Nov 2016

In my tenure as the Economic Development Project Manager for the City of Sierra Vista, I orchestrated a comprehensive strategy to spur economic growth and boost tax revenues. My role was pivotal in cultivating economic resilience, fostering community engagement, and laying the groundwork for sustainable development.

Strategic Contributions and Achievements:

- **Founding the Office of Economic Development:** Spearheaded the establishment of Sierra Vista's first Office of Economic Development, marking a historic milestone in the city's proactive approach to economic enhancement and community prosperity.
- **Collaboration with Defense Sector Contractors:** Facilitated key discussions between Department of Defense IT contractors and influential state and federal decision-makers, including senators, congress members, and local council members. These efforts aimed at addressing critical business needs and fostering strategic partnerships that supported local economic objectives.
- **Workforce Development Initiatives:** Successfully advocated for the City Council's adoption of two workforce development proposals aimed at revitalizing Sierra Vista's historic business district. These initiatives underscored a commitment to enriching the local labor market and invigorating the area's economic landscape.
- **Economic Research and Policy Development:** Conducted in-depth research on various state and federal economic development programs, generating comprehensive technical reports for the City Council, City Manager, and Community Development Director. My analyses included innovative strategies such as down payment assistance programs to promote homeownership and stimulate economic activity.
- **Community Engagement and Fun Facts:** Created 1st every city-wide Superbowl Sunday Tailgate

Party which included 80 local vendors and 1000+ attendees, which is 2% of the population – Connected 20 Vendors with job seekers through Arizona Workforce Connection, created special events planning guide for site selectors and promoters.

Skills and Expertise:

- **Economic Strategy and Planning:** Proven expertise in developing and implementing strategic initiatives that drive economic growth and community engagement.
- **Government and Stakeholder Relations:** Demonstrated ability to navigate complex governmental landscapes, building productive relationships with a wide range of stakeholders to advance economic development goals.
- **Project Management and Coordination:** Skilled in overseeing projects from inception to completion, ensuring alignment with broader economic and community objectives.
- **Analytical and Research Capabilities:** Strong analytical skills, with a track record of conducting thorough research and preparing detailed reports to inform policy decisions and strategic planning.
- **Innovative Program Development:** Aptitude for identifying and pursuing innovative economic development programs that address community needs and promote sustainable growth.

EDUCATION JUNGLE – *Created Self-Serve Online College Planning Services for High-School Students*
Owner / COO function – 2013 to 2015

As a founder and owner at Education Jungle, I pioneered a start-up specializing in college planning, I led a multifaceted strategy to revolutionize how students plan for college. By leveraging my previous extensive experience in project management, operations, financial management and workforce development, I implemented systems and programs that created access which bridged the gap between education and career readiness, aligning closely with the future needs of a diverse and evolving workforce.

Key Contributions and Impact:

- **Innovative Program Development:** Sourced the uses of College Planning Pro, a college planning online portal that interfaced the work of students, parents and counselors. Launched groundbreaking initiatives that transformed college planning from a traditional approach to one that integrates career readiness and economic development principles. These programs not only prepared students for higher education but also equipped them with the skills necessary for thriving in dynamic economic landscapes.
- **Partnership and Community Engagement:** Forged strategic partnerships with local businesses, educational institutions, and community organizations to create comprehensive support systems for students. These collaborations facilitated real-world experiences and networking opportunities, enhancing the overall effectiveness of our college planning services.
- **Economic and Workforce Alignment:** Developed and implemented educational pathways that aligned with regional economic development goals and workforce needs. This approach ensured that students were not only making informed decisions about their education but also contributing to the local economy through targeted career choices.
- **Data-Driven Strategies:** Utilized data analytics to identify emerging trends in education and the workforce, enabling the adaptation of our services to meet the changing needs of students and

employers. This focus on data-driven decision-making improved program outcomes and student satisfaction.

- **Leadership and Team Development:** Cultivated a culture of innovation and continuous improvement within the organization. Led a dynamic team in the design and execution of initiatives, fostering an environment where creative ideas and strategic thinking were encouraged.

Skills and Expertise:

- **Strategic Planning and Execution:** Demonstrated ability to conceptualize and implement strategic initiatives that address the intersection of education, economic development, and workforce innovation.
- **Collaborative Leadership:** Proven track record of leading cross-functional teams and working collaboratively with a wide range of stakeholders to achieve common goals.
- **Innovation in Education:** Expertise in developing educational programs that respond to the needs of a changing economy and workforce, ensuring students are prepared for future challenges and opportunities.
- **Community and Economic Engagement:** Skilled in engaging with communities and leveraging economic development principles to enhance educational outcomes and workforce readiness.
- **Analytical and Problem-Solving:** Strong analytical skills, capable of using data to inform decisions and solve complex problems related to education and workforce development.

COLLEGE ADMISSIONS ASSISTANCE & RIGHT C3 COLLEGE PLANNING SERVICES

Regional Director – 2012 to 2013

Sales Manager – 2011 to 2012

During my tenure at College Admissions Assistance and its sister division Right C3, I rapidly ascended from a front-line sales role to Regional Sales Manager and subsequently, Division Lead for the South-Central United States. In these capacities, I leveraged my adept understanding of market dynamics, customer engagement strategies, and innovative sales techniques to significantly enhance our market presence and drive substantial growth.

Key Contributions and Achievements:

- **Leadership and Strategic Direction:** Within two months, promoted to Regional Sales Manager and then to Division Lead, exemplifying my capability to quickly adapt, lead, and exceed organizational goals. Directed a team focused on college admissions assistance, playing a pivotal role in the economic development and workforce preparation of our client base.
- **Build a Facts-Based Sales Playbook:** Assess territories based on past performance, financial analysis, company targets to POA for each territory (i.e., Texas – client show ratios, Tenn. – client retention post-sales.)
- **Deployed Sales Solutions & Processes:** Outsources lead generation, database maintenance, and travel arraignments to recognize immediate budget benefit. Leveraged free apps, US Dept of Education, and other statistical databases to educate and inform sales associations. Personally, demonstrated successful sales and processes.
- **Sales Growth and Market Expansion:** 40% Net Revenue Growth. Orchestrated strategic sales initiatives that broadened our reach within the South-Central U.S., significantly increasing our

impact on students' educational and career trajectories. My leadership contributed to the development of a workforce better prepared for the demands of a dynamic economy.

- **Rapid Turnaround of Lagging Operations:** Led the adoption of cutting-edge sales and marketing strategies that aligned with the evolving needs of our target demographics, ensuring that our services not only met but anticipated the changing landscape of college admissions and workforce readiness.
- **Stakeholder Engagement:** Cultivated strong relationships with schools, educational consultants, and community organizations, enhancing our division's reputation and establishing it as a leader in college admissions assistance. This role necessitated a nuanced understanding of economic development principles to forge partnerships that benefit students and communities alike.
- **Team Development and Performance Optimization:** Fostered a culture of excellence, innovation, and continuous improvement among my team, enhancing their skills and effectiveness in connecting students with the resources needed for future success. This approach not only improved our internal operations but also contributed positively to the economic well-being of the regions we served.

Skills and Expertise:

- **Strategic Leadership and Vision:** Demonstrated a unique ability to lead teams through transition and growth, setting strategic directions that align with broader economic and workforce development goals.
- **Market Analysis and Expansion Strategies:** Skilled in identifying market opportunities and developing strategies to expand reach and impact, crucial for driving economic growth within the educational sector.
- **Collaborative Stakeholder Engagement:** Expertise in building and maintaining relationships with key stakeholders to support economic development initiatives focused on education and workforce readiness.
- **Innovative Sales Techniques:** Developed and implemented sales strategies that resonate with diverse audiences, facilitating access to educational opportunities and supporting workforce innovation.
- **Team Building and Development:** Proven track record of developing high-performing teams capable of executing complex strategies that contribute to both organizational and regional economic development.

H&R BLOCK – Los Angeles, CA

Franchise Development Manager – 2009 to 2011

Delivered \$17M in value in the Y1 as the Franchise Development Manager at H&R Block. I spearheaded a pioneering initiative aimed at diversifying franchise ownership within the greater Los Angeles area. My role was instrumental in identifying and leveraging unique opportunities for economic development, embodying the principles of inclusivity, community support, and empowerment.

Strategic Initiatives and Impact:

- **Innovative Franchise Expansion:** Championed the expansion of the franchise program by building a compelling business case, focusing on diversifying ownership and addressing untapped market potentials. This initiative was grounded in thorough research and strategic analysis, including identifying sustaining funding resources and capitalizing on opportunities presented by closures and market gaps.

- **Cultural Competence and Inclusivity:** Advocated for the recruitment and support of franchisees with diverse life experiences and cultural backgrounds, recognizing the value of cultural competence in providing tailored tax advice and fostering stronger community connections. This approach addressed critical issues such as language barriers, perceived bias, and discrimination, enhancing service accessibility and relevance.
- **Community Economic Development:** Successfully established 15+ net new franchise offices throughout the greater Los Angeles area, directly contributing to local economic vitality and the expansion of access to the American Dream and generational wealth. My efforts notably increased franchise ownership among minorities and first-generation Americans, supporting MWBE (Minority/Women-owned Business Enterprises) ownership and underscoring a commitment to economic diversity and inclusion.
- **Impactful Growth and Advocacy:** Led H&R Block to experience its first growth in tax return count in Southern California (LA County) in a decade, a testament to the effectiveness of the franchise expansion strategy. Additionally, facilitated the transition of three of the area's top tax preparers into franchisees and vocal advocates for further expansion, catalyzing a positive shift in the franchise landscape in 2010 and 2011.

Skills and Expertise:

- **Strategic Leadership and Economic Development:** Demonstrated exceptional capability in leading strategic initiatives that promote economic development, diversification, and inclusion within the franchise business model.
- **Community Engagement and Empowerment:** Proven track record in engaging diverse communities, fostering an environment of support, and enabling pathways to ownership and economic prosperity.
- **Innovation and Inclusive Growth:** Innovated within the franchise development sector by integrating cultural understanding and inclusivity into business growth strategies, contributing to broader economic development and workforce innovation goals.
- **Stakeholder Collaboration:** Skilled in collaborating with a wide range of stakeholders, from potential franchisees, corporate managers, to community leaders, to drive economic growth, community empowerment, and create a more inclusive experience for taxpayers.
- **Analytical and Strategic Planning:** Strong analytical skills in identifying market opportunities, building business cases, and executing strategies that lead to sustainable growth and community benefits.

H&R Block – Kansas City, MO

Senior Project Manager, Operational Efficiency, and Innovation, 2007 - 2009

In my tenure as Senior Project Manager at H&R Block, I arranged the development and implementation of the company's first Telecom Expense Management System, a landmark initiative that not only revolutionized our operational processes but also underscored a commitment to efficiency, innovation, substantial cost savings, and created a data base to deliver on additional revenue opportunities.

Strategic Initiatives and Impact:

- **Pioneering Telecom Expense Management:** Successfully established the company's inaugural Telecom Expense Management System, transitioning to centralized billing and achieving 100% telecommunication expense processing through a third-party vendor. This system streamlined operations, enhancing oversight and management of telecom expenses across over 1,000 district offices.
- **Executive Leadership and Stakeholder Engagement:** Secured crucial buy-in from the CFO and COO, outlining the potential savings and benefits of the new system to district managers, thereby demonstrating effective leadership and the ability to navigate and influence executive decision-making.
- **Operational Efficiency and Cost Savings:** Implemented an innovative solution to identify and eliminate excess telecom lines, using auto-dialer services to audit 45,000+ lines. This strategic move significantly reduced wasteful expenditures and optimized telecom services.
- **Standardization and Process Improvement:** Developed comprehensive telecom service SOPs tailored to office size, revenue, and service type, ensuring optimal capacity for customer service during peak periods. This initiative established national standards for telecom usage, aligning with broader economic efficiency goals.
- **Strategic Negotiations and Vendor Management:** Led the negotiation process with major telecom providers, securing competitive packages and recovering credits for overbilling. My efforts resulted in aggressive cost reductions and established a framework for ongoing vendor management and negotiation.

Results:

- **Substantial Cost Savings:** Achieved Year 1 savings of \$8M, followed by consistent annual savings of \$4M from 2008 to 2011, through a deep understanding of telecom partnerships and the creation of an annual review process for billing accuracy and service level agreement compliance.
- **Innovation in Technology Services:** Introduced the auto-dialer as a new standard for Technology Services to ensure office readiness prior to each tax season, exemplifying a commitment to leveraging technology for operational efficiency.
- **Significant Contribution to Corporate Goals:** Contributed \$20M to the corporate savings goal of \$170M, underscoring the significant impact of my initiatives on the company's financial health and operational efficiency.

Skills and Expertise:

- **Strategic Leadership and Innovation:** Demonstrated exceptional capability in leading strategic initiatives that drive operational efficiency, cost savings, and innovative process improvements.
- **Stakeholder Engagement and Executive Communication:** Proven track record in effectively engaging with and securing buy-ins from senior executives and stakeholders, aligning departmental goals with organizational objectives.
- **Operational Efficiency and Cost Management:** Expertise in identifying and implementing efficiency improvements, resulting in significant cost reductions and optimized resource utilization.

- **Vendor Management and Negotiation:** Skilled in managing vendor relationships, negotiating contracts, and ensuring favorable terms that benefit the organization both financially and operationally.
- **Process Standardization and Improvement:** Ability to develop and implement standard operating procedures and best practices, enhancing operational effectiveness and service quality.

Early Career:

WEST USA REALTY – Phoenix, AZ – Realtor (Residential Sales) – 2001 to 2007

MOTOROLA (ON SEMICONDUCTOR) – Phoenix, AZ – Project Manager 1998 to 2001

UNIVERSITY OF COLORADO – Boulder, CO – IT Specialist