

JASMINE M. JOHNSON, MSM

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STRATEGY-FOCUSED LEADER

With 20+ years of experience within the Healthcare industry this trusted spokesperson and skilled communicator analyzes existing strategies and practices, identifies areas of improvement, and develops innovative plans to achieve goals. Leadership development champion coordinates efforts surrounding impact, fairness, and community engagement. Respected influencer who maintains identity and reputation of organizations by shaping opinions and dialogue within public eye seeks an opportunity within your noteworthy company.

NOTEWORTHY HIGHLIGHTS

BUSINESS STRATEGY SUCCESSES

- Created an innovative smoking cessation campaign, 'Nobody Quits Like Chicago' that gave Pfizer a 33% Brand lift in targeted geography when the National enterprise was -2%. This campaign was ultimately replicated in over 20 markets.
- Successfully networked with individuals, businesses, organizations, funding sources and government entities including aligning with the health strategies of National organizations such as: National Urban League, National Medical Association, National Association of Hispanic Nurses, National Black Nurses Association, Susan G. Komen, American Cancer Society, American Heart Association, etc.
- Has a reputation as an avid relationship builder focusing on collaborations of internal and external stakeholders.
- Brought together a group of stakeholders who serve in a leadership capacity of Health system Boards that represented 75% of Pfizer's Ultra High Potential Accounts and revenue Nationwide.
- Direct connections to: Dr. Freda Lewis-Hall (retired Chief Medical Officer, Pfizer, Inc.), Rae Livingston (Chief Equity Officer, AbbVie), Melissa Bishop-Murphy (Sr. Director Pfizer Government Relations and Founder/Co-Chair of Pfizer's Multicultural Center of Excellence), Attorney John Daniels, Jr (Board Chair, Advocate Aurora), Caretha Coleman (Board Chair, Dignity Health), and Toni Waller (Member of CommonSpirit Health and Founder of The Leverage Network helping to diversify Corporate and Healthcare Board of Directors)

PUBLIC AFFAIRS STRENGTHS

- Successfully led advocacy efforts to get over a dozen legislative priorities passed through the State of IL legislatures protecting the access to healthcare for Millions of People.
- Diplomatically and tactfully stepped-up during crisis situations serving as go-to spokesperson for paramount events.
- Managed public perception by connecting with communities and working quickly to synthesize campaigns.
- Handled internal projects including promotional material development and public outreach impacting bottom line.
- Assess opportunities and organize proactive participation for company leadership in key events and forums.
- Steadily exercise elevated levels of independent judgment within challenging and complex situations.
- Diligently developed proactive and reactive strategies to prepare for and respond to high-visibility crisis media.

CAREER EXPERIENCE

IHEART MEDIA MILWAUKEE – VICE PRESIDENT OF SALES

February 2021 –Present

Vice President of Sales

Milwaukee, WI

- Accountable for achieving and exceeding targeted advertising sales revenues for the market and for controlling sales expenses.
- Directs the multi-cultural sales efforts for iHeartMedia Milwaukee using broadcast, event, digital and multi market assets.
- Oversees the management of available advertising inventory to drive most profitable sales.
- Recruits, ensures ongoing organization development and training and development of direct reports.

MANPOWERGROUP NORTH AMERICA

November 2018 – January 2021

Director – Supplier Diversity

Milwaukee, WI

- Dutifully connect human potential to business by strengthening capacity of small and diverse owned businesses.
- Drive North America's growth strategy by leading process to hold suppliers accountable on spend requirements.
- Improve morale and increase productivity by openly sharing bottom line and building staff confidence.
- Methodically realign resources which optimizes input vs output productivity and enhances racial equities.

RESUME

PFIZER, INC. – GOVERNMENT RELATIONS & CORPORATE AFFAIRS
Strategic Engagement and Special Projects Lead

March 2015 – October 2018
New York, NY

- Effectively managed six-figure budget and exercised open-door policy to develop and standardize relationships.
- Backed Patient Assistance Foundation by identifying national stakeholders to activate within local communities.
- Sought out and unveiled opportunity to host and convene dozens of corporate executives to drive objectives.
- Acted as bridge builder across two healthcare components to guarantee vulnerable patients access to health care.

Senior Manager, Alliance Development Manager

February 2014 – October 2018
Chicago, IL

- Supported Business Unit Public Affairs' priorities for one of the world's largest pharmaceutical companies.
- Cultivated relationships and engaged local providers including Chambers of Commerce and elected officials.
- Effectively lobbied to pass legislation to improve access to health and consumer protections

Primary and Specialty Healthcare Representative

July 2006 – February 2014
Southeastern WI

- Responsible for a territory of \$10M+ for world leading pharmaceutical company, consistently, exceeding quarterly and annual goals.
- Partnered with Milwaukee Health Department, Faith-Based Organizations, Ascension Wheaton Franciscan Healthcare, American Heart Association, American Cancer Association, Medical College of WI Institute.
- Hand selected as company headquarters Guest Trainer to facilitate product training for hundreds of new hires.
- Achieved overall attainment and increased sales portfolio prescriptions, exceeding 100% of quota yearly.
- Reliably exercised active listening skills, grasping the desires and needs of niche clientele on an individual basis.
- Consecutively earned two VPC/Summit Awards for closing sales deals amongst Top 5% within global company.

CHANGE MAKER COMMITMENTS

- **St Luke's Medical Center Steering Council**, Committee Member 2021 – Present
- **Historic King Drive Business Improvement District – Bid #8**, Board of Directors 2020 – 2023
- **Milwaukee Film**, Board of Directors 2020 – Present
- **Milwaukee Parks Foundation, Inc.**, Board of Directors; Inaugural Board Member 2019 – 2022
- **Milwaukee Montessori School**, Board of Directors 2019 – 2021
- **United Way of Greater Milwaukee & Waukesha County**, Board of Directors 2018 – 2022
- **Diversity Leadership Society (DLS)**, Creator & Co-chair 2015 – 2022
- **29Eleven**, Co-Founder 2011 – Present
- **Social Development Foundation**, President, Board of Directors 2010 – 2013

COMMUNITY INVOLVEMENTS

- **United Way of Greater Milwaukee & Waukesha County** 2012 – Present
- **American Heart Association – WI Go Red for Women Movement** 2018 – Present
- **2021 Go Red for Women Movement Campaign Chair** AHA – Wisconsin 2020 – 2021
- **United Way of Metro Chicago** 2015 – 2018

AWARDS

- **2021 Milwaukee Business Journal 40 Under 40** 2021
- **Fierce Lady Jacken Award** 2019
- **Inaugural recipient of Vel R. Phillips Trailblazer Award**, City of Milwaukee 2018
- **Philanthropic 5 Award**, United Way of Greater Milwaukee and Waukesha County 2015
- **Urban Empowerment – Rising Star Award**, CCN Magazine 2012
- **Black Achievers Class Induction**, YMCA of Metropolitan Milwaukee 2011 – 2012

PROFESSIONAL MEMBERSHIPS

- TEMPO Milwaukee** 2021 – Present
- Professional Dimensions** 2019 – Present
- Milwaukee Women Inc. (MWI)** 2019 - Present
- Delta Sigma Theta Sorority, Inc.** 2017 – Present
- ~Wisconsin Social Action Co-Coordinator (2018 – 2020) ~Social Action Co-Chair (2017 – 2019)
- The Milwaukee (WI) Chapter of the Links, Inc.** 2015 – Present
- ~Financial Secretary (2019 – 2021) ~Arts Facet Chair (2017 – 2019)
- Jack & Jill of America, Inc.** 2017 – Present
- ~Legislative Chair ~Local Service Chair

EDUCATION

MASTER OF SCIENCE IN MANAGEMENT
 Cardinal Stritch University, Glendale, WI

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT
Concentration: Marketing
 University of Wisconsin – Parkside, Kenosha, WI