

MICHAEL Z. JOHNSON

STRATEGIC SALES | BUSINESS DEVELOPMENT | ENTERPRISE ACCOUNTS | LEADERSHIP

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PROFESSIONAL PROFILE

Relationship-driven strategic sales and business development leader with 26 years of experience building businesses, expanding accounts, developing complex opportunities, and aligning customers with technical and operational teams. Background spans entrepreneurship, mission-critical public-safety communications, enterprise and national accounts, and nonprofit leadership. Proven record of generating multimillion-dollar growth, closing complex multi-location opportunities, and building customer relationships that last for decades.

SELECTED IMPACT

\$10M+

Cross-sell business generated

~900

Locations in major national account

\$300M

Potential 10-year account value

\$3M-\$3.5M

Annual business led before acquisition

CORE CAPABILITIES

Strategic Account Management • New Business Development • Enterprise & Public-Sector Sales • Account Expansion & Cross-Sell • Complex Deal Strategy • Technical / Solution Selling • Executive Presentations • Cross-Functional Leadership • Negotiation & Closing • Pipeline / CRM Discipline • Territory Development • Proposal Development

PROFESSIONAL EXPERIENCE

MOBILE COMMUNICATIONS AMERICA (MCA)

Jul 2018 - Aug 2026

Strategic Accounts

- Generated approximately \$10 million in cross-sell business from the second half of 2020 through approximately 2022 across three states while carrying significant additional responsibilities; recognized through MCA's 2021 Sales Achievement Platinum Club.
- Helped strategically develop and close a major national opportunity spanning approximately 900 retail locations with potential value of up to \$300 million over ten years.
- Expanded strategic customer relationships by identifying opportunities across additional technologies, services, locations, business units, and internal capabilities.
- Managed complex opportunities from discovery and solution development through executive presentation, proposal, negotiation, close, and implementation coordination.
- Brought together sales, operations, technical specialists, service teams, and leadership to solve customer problems and deliver successful outcomes across enterprise, commercial, state, local-government, and public-safety environments.

PROFESSIONAL EXPERIENCE - CONTINUED

MYRTLE BEACH COMMUNICATIONS

Oct 2000 - Jul 2018

Owner / Business Leader / General Manager | Acquired by Mobile Communications America

- Built and led a \$3 million-\$3.5 million annual communications business for nearly 18 years, with responsibility for sales, customer relationships, personnel, operations, and overall business performance.
- Built nearly 18 years of direct public-safety sales and account-development experience serving law-enforcement, emergency-response, government, and other mission-critical communications customers.
- Developed long-term relationships from end users and technical personnel through command staff, agency leadership, purchasing departments, and government decision makers; many relationships continued for decades.
- Grew established accounts and developed new business through consultative selling, technical credibility, responsiveness, presentations, demonstrations, proposals, and solution development.
- Led a zero-turnover team, maintained long-standing local public-safety relationships and contracts, and successfully transitioned the business through its acquisition by MCA in July 2018.
- Operated in mission-critical environments requiring 24/7/365 responsiveness and a high level of trust, accountability, and customer service.

LEADERSHIP & COMMUNITY IMPACT

HELP AFTER DISASTER, INC.

2024 - Present

Founder & CEO | 501(c)(3) Disaster Relief Organization

- Founded and built a volunteer-driven nonprofit providing free hot meals and practical support to disaster survivors, volunteers, and first responders.
- Develop corporate, community, donor, sponsor, and event partnerships while leading fundraising, outreach, field operations, volunteer coordination, and organizational growth.
- Apply the same relationship-building and execution disciplines used throughout my commercial career to mobilize people and resources around a mission with direct community impact.

ADDITIONAL QUALIFICATIONS

CRM & Sales Forecasting • Account Planning • Pipeline Management • Proposal Development • Customer & Executive Presentations • Microsoft Outlook, Excel, PowerPoint & Word • Virtual Collaboration Platforms • Comfortable with travel and customer-facing field work