

Jackie Johansen

Marketing and Acquisitions

JackieJohansen73@gmail.com 515.277.0042

Education

MBA Degree – Marketing Focus, University of Iowa - May 2000

Bachelor's Degree – International Business and Economics, Wartburg College – May 1995

Overview

Marketing leader with extensive experience in strategic planning and successful implementation with proven results through key performance indicators.

Skilled in and enthused about the following areas:

- Collaborating closely with top executives and all levels of the organization
- Integration of mission, vision, brand and leadership
- Best practice knowledge across industry and platform
- Market Research, analytics and segmentation
- Helping women, children and others succeed and supporting my community

R&R Equity Partners

March 2012- Current

Marketing and Acquisitions

March 2015 – Current

Actively source equity partners that have an interest in stable commercial real estate assets with a history of strong performance in the Midwest. These sources include institutional life insurance companies, pension funds, P & C insurance companies, equity capital venture groups and others.

Lead the acquisition efforts for R&R Investors in land, industrial, office and multi-family assets in the Des Moines metro and Omaha.

Collaborate with the brokerage, construction, development and property management subsidiaries to continue to build the R&R portfolio of assets, attract national credit and local tenants, keep vacancy levels low (in class A office, industrial, flex, multi-family and retail categories) and create raving fans.

Key Accomplishments:

- Secured four new equity partners, one equity partner expansion and three in progress with our two-person team
- Led the acquisition of over 200 acres of land for new development
- Created executive dashboard utilizing input data within CRM system
- Awarded special recognition by peers in the R&R Leadership Development Program
- Invited to speak and participate as a panel member to organizations in Omaha and Des Moines on marketing and commercial real estate trends

CREW Iowa

Executive

October 2012 – Current

CREW Iowa, a non-profit organization, seeks to influence the success of women in the commercial real estate industry by focusing on fulfilling four key initiatives: business development, leadership development, industry research and career outreach.

Responsibilities of the Executive include strategic planning and goal setting, leading the team to increase sponsorships, broadcast the value of membership to increase retention and size, create an environment that encourages business development that aligns with key initiatives and represent the chapter to the national network.

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CREW Iowa

Executive

October 2012 – Current

Key Accomplishments:

- Nominated for Board President for the national CREW Network organization
- Increased membership by 84% over the previous year
- Elevated sponsorship by 235% within 6 months with a targeted marketing campaign
- Established a foundation of key performance indicators and a library of best practices
- Increased event quality and attendance over 60% from previous year
- Invited to speak in Omaha and Salt Lake City on mentorship and marketing trends

Congratulations on your job as CREW president. They choose a great leader.

- Dan Rupprecht, Founder of R&R Realty Group

R&R Equity Partners

March 2012- Current

Marketing Manager

March 2012 – March 2015

Developed and implemented marketing and prospecting strategies to meet the growth goals of the business. Lead the design and development of tools for internet, social media, digital and traditional marketing. Responsible for marketing, communication, customer relationship management and timelines for company objectives and other special executive projects. Managed press release strategy and worked with vendors to ensure engaging content. Tasked with keeping the executive team knowledgeable on marketing trends and the intricacies of marketing to different generations, such as Millennials and Baby Boomers.

Your contribution and leadership this year has been a big part of our success. We have a lot of good things in the hopper which you brought in the door. Thanks for everything you do Jackie.

- Brett Bosworth, President R&R Equity Partners

Key Accomplishments:

- Success in focusing on expanding share of customer measured by doubling the investment amount of current investors
- Integrated interactive video and drone footage into digital marketing materials that lead to a triple digit increase in page visits
- Directed full website redesign and development including vendor selection, design direction, content development and on target live date
- Developed new social media strategy and succeeded with 250% engagement levels

I appreciate all you have done for Assurity. You are exceptionally good at what you do. Thanks again Jackie.

- Bill Schmeekle, CIO Assurity Life (retired)

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AMAZE Business Solutions

2002 – August 2012

President - CEO

Collaborated with executives and team members to develop marketing strategies and manage implementation for companies both large and small. This included mapping customer buying and decision making processes, improving sales processes and techniques with training, prioritizing marketing opportunities, and enriching E-Commerce, social media strategies, digital platforms and blogging opportunities.

Key Accomplishments:

- Meredith Corporation: Lead project team for a new Hyundai owner magazine to boost owner loyalty and heightened repeat sales by 150%.
- The Grill Topper: Increased website traffic via social networking by 132%
- O'Halloran International: Implemented strategic plan with the objective to drive sales into fixed operations and succeeded with an increase in absorption rate of 32%.
- O'Halloran International: Lead the redesign of corporate website for higher customer impact and increased hits by 40% from benchmark.
- University of Technology, Jamaica: Developed strategic marketing plan and lead implementation team to strengthen brand identity and reach new prospective students
- Awarded Vendor of the Year Honors by Summit branch of Ruan and HTS Corp.
- All Star Award Winner for unique and outstanding Email Campaign

Putting our marketing department under the leadership of Jackie and AMAZE elevated our brand. She personally engaged with our company leadership, our employees and our customers to build a strategy that fit our culture.

- Jerry Bitterman, President Geater Machining & Manufacturing

Pella Corporation

1995 – 2002

Marketing Segment Manager

4/2000 – 12/2002

Managed and developed the annual marketing plan including promotional and non-promotional periods and programs. Overall development and design management of promotion materials, lead generation, and traffic driving programs, including the website. Awarded the responsibility of training branch business and marketing managers on retail store strategy, sales processes and improvements, and branding. Measured success through cost per sale, cost per lead, return on investment and other metrics.

Key Accomplishments:

- Developed new research program on successful sales techniques and best practices followed by implementing a new training program based on results
- Achieved double digit sales growth every year after new standard selling process was trained and implemented
- Developed and designed a targeted direct mail program that resulted in an acquisition rate of up to 13%
- Managed the re-design of the company website to include the option to schedule an in-home or in-store appointment online, leading to over 1000 appointments in the first three months
- Successfully managed a \$1 million dollar budget, and due to budget planning, never exceeding budget allocations

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Pella Corporation

1995 – 2002

Sales Network Competitive Improvement Manager 4/1998 – 4/2000

Facilitated culture change amongst the sales network via training and conducting competitive improvement events to enhance the operations and efficiency of the branch. Worked with upper management to adopt the Kaizen philosophy. Collaborated with all levels of employees to build value and commitment in this program. Gained proficiency and understanding of all elements of the business from marketing, strategic planning, sales process, order entry, inventory, operations, service to accounting.

Key accomplishments:

- Developed training program, and personally trained over 1,000 team members on business improvement philosophies and techniques
- Managed the Annual Sales Training Event in 1999 in Quebec City. This included all aspects of coordinating all speakers and vendors as well as personally training three full workshop sessions focused on sales and business improvement techniques.
- Recipient of the Excellence Award three consecutive years – for outstanding performance

Human Resources Manager

1/1996 – 4/1998

Managed hiring and production levels necessary for plant operations, both exempt and non-exempt. Facilitated investigations of misconduct and disciplinary procedures. Managed documentation and firing of employees when deemed necessary.

Department Manager

5/1995 – 1/1996

Managed all manufacturing activities to produce high quality units at the lowest possible cost in scheduled quantities on a timely basis. Responsible for setting and meeting of objectives.

Community Boards and Volunteering

CREW Iowa Board – 2015 President, 2016 Past President

IWLC Invest In She– 2016 Steering Committee

Girl Scouts of Central Iowa – 2016 Board Member

Orchard Place – 2015/16 Foundation Board Member

Rider Club– 2015/16 Executive Committee

Cornerstone Credit Union – 2011/2014 Board Director

Waterbury Neighborhood Association – 2010/2013 Board Director

2015 Member of West Des Moines Leadership Academy

2014 Member of R&R Investors Leadership Academy

2002 Member of Pella Corporation Leadership Academy

Volunteer regularly for Meals from the Heartland, Booster Pack, YESS, Rebuilding Together, Women's Shelters, YMCA and many youth sports organizations

Professional References

- Michele Stevens – Vice President, Central Bank: 515-224-2130
- Mayor Steve Gaer – Chief Operating Officer, R&R: 515-974-5261
- Theresa Greenfield - President, Colby Interests: 515-447-2961
- Elaine Palmer - Vice President – Operations, Wellmark: 515-201-2363
- Tasha Gould - CRE Appraiser, Principal Real Estate Investors: 515-778-2218