

Eric A. Johnson

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Education

MBA	Cornell University, Johnson Graduate School of Management	Ithaca NY
BM	Berklee College of Music	Boston MA

Experience

L. Bösendorfer Klavierfabrik GmbH Vienna Austria April 2005 - present
Eastern Regional Sales Manager, US Operations Manager
Managed all wholesale sales activity, dealer relations, institutional sales, importing, distribution.

- Managed NAMM show displays
- Developed and implemented national dealer meetings in Las Vegas
- Developed effective nationwide dealer territory policy

AV Stumpf USA Chicago IL April 2003 – April 2005
Consultant
Developed internal systems and marketing programs for North American distributor of specialized Austrian audio visual technology manufacturers

- Spearheaded US introduction of new product line
- Developed and implemented Information System for order fulfillment

eScholar LLC White Plains NY July 2000 – April 2003
Vice President, Sales & Marketing
Founding team member of K-12 education data management software provider. Played key role in all aspects of business creation and building including brand development and positioning, financing, staffing and technical infrastructure implementation.

Yamaha Corporation of America New York NY May 1988 – July 2000
Director, Yamaha Artist Services
Managed strategic marketing and performing arts services program. Held primary responsibility for developing and maintaining relationships with international concert artists and organizations, building infrastructure of logistical support and developing marketing/PR activity.

- Designed, implemented and managed first Yamaha artist relations/concert piano selection facility in New York City.

Manager, Yamaha Communication Center
Managed flagship corporate showroom in Manhattan developed as key component of a strategic plan for global market positioning and research and development efforts

Jordan Kitt's Music College Park MD June 1987 – May 1988
Operations Manager

Kimball International Jasper IN 1978 – 1985
Progressive seven year career with Kimball Piano Company. Highlights include:

- National Service Manager – Bösendorfer Pianos
- National Service Manager – Kimball Pianos
- Active concert piano technician attending to international concert artists in major concert halls in US. Technical training at Bösendorfer factory, Vienna Austria
- Extensive experience giving sales and technical presentations