



## PROFILE

# CHRIS JOHNSON

## EXECUTIVE SUMMARY

Chris Johnson is an international trainer and coach (coached in over 20 countries) who has spent 20 years in the automotive industry working for the Volkswagen and BMW Groups in customer service, aftersales operations management, marketing and training and development. Today he is a passionate trainer and coach and advocates learning that sticks to transform people and performance.

## AREAS OF SPECIALTY

### Executive Coaching and Leadership Development

A key area of Chris' work is in executive coaching and leadership development. He has coached and trained directors, managers and personal clients across multiple industries and topics including high-level negotiation, trainer training, luxury and premium selling, personal presence, self-awareness, public speaking, career development and work-life balance.

### Developing Trainers

Since 2007, Chris has been a trainer in the area of developing trainers. He is an accredited 'Master trainer' for the BMW Group on their Trainer Certification programmes and has worked with internal and external trainers in Europe, America, China and Japan to achieve and maintain the company's global standards.

### Sales & Marketing

Chris has worked in B2C and B2B sales and marketing for the last 20 years. His experience has taken in volume, premium and luxury selling and he has held positions in customer service management, sales operations management and direct marketing.

## QUALIFICATIONS

- Associate Certified Coach, International Coach Federation
- mBIT Certified Coach
- BMW Group Trainer Certified (Distinction)
- BMW Group Master Trainer for global Trainer Certification Programmes (7 years)
- Bachelor of Science in Economics
- Institute of Direct Marketing – Diploma in Direct and Interactive Marketing (Distinction)
- Executive Coaching (200+ hours of personal coaching development)
- Automotive experience – 20+ years in the volume, premium and luxury sectors

## CLIENTS

- BMW Group
- Rolls Royce
- United Kingdom Hydrographic Office
- Rohde & Schwarz
- The European Patent Office
- Spyker Cars



**STRATEGIC LEADERSHIP**

**CONTACT**

[chris.johnson@strategicleaders.com](mailto:chris.johnson@strategicleaders.com) | [www.strategicleaders.com](http://www.strategicleaders.com)

