

## Kenton Johnson

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Kenton is successful in marketing and sales, project development, management and finance for: business, government and non-profits, in both technical and non-technical markets, including real estate. Performed or supervised all aspects of his businesses: **marketing, sales, web SEO, social media and pages**, management, finance, budgeting, cash flow, and accounting.



### History and Accomplishments – Sales Highlights – 30+ years

#### Prosper Systems, LLC – Owner

Jan 2005 - Present

- Business and real estate sales, analysis, online networking and marketing to 1000-professional broker group.
- Sell full-spectrum consulting to local and national startup/expansions, optimize and execute direct marketing, social media, networking and appointment setting, as well as deliver the consulting services.
- Marketed, sold and executed “sandwich leases” with local renters and owners.
- Recruited ten superior professionals for Advisory Team offering only profit sharing.
- [Brief.Prospersystems.biz](http://Brief.Prospersystems.biz)

#### CompWellness Network – Owner

Sep 1996 - Jan 2012

- Sold 500 ads in three ad/text books over two years to penny-pinching full-spectrum healthcare practitioners in Boulder/Denver, then helped sell 80 more in New Orleans.
- Recruited 100 of them to write, and the rest to approve the chapters.
- Followed with selling continuing association memberships, webpages on the 500-page website, and the group and books to healthfood/book stores, hotels, motel and other venues.
- Then sold the entire business and website for a handsome profit.
- [CompWellness.net](http://CompWellness.net)

#### High-Tech Marketing – Owner

Sep 1987 - Aug 1996

- Sold marketing services and helped sell services to high-tech companies of many sizes.
- Directly guided marketing and sales for some clients, which increased sales by as much as 400%.
- Using my normal, top-down sales system, opened new markets and drove sales, very successful B2B environmental sales, topped-out electronic warrantee sales, out sold all other salespeople combined, for services and products in high-tech markets.
- [Brochure, Marketing](#)

#### Engineering Computer Applications, Inc – Owner

Aug 1978 - Dec 1990

- Marketed, sold, and executed hardware and software consulting services to local and national firms.
- Marketed, sold and self-published international PC newsletter for engineers, leading to a book to the main US consulting engineering association (ACEC), used surveys to identify consulting clients, then sold newsletter to competitor at 5x EBITDA.
- The notoriety and strong relationships led to market, sell, direct and teach 50 seminars to national and international organizations, six columns to US engineering publications and dozens of speaking engagements to US conferences.

**Engineering Computer Applications, Inc – Owner      Aug 1978 - Dec 1990 (continued)**

- Sold, quickly recruited subcontractors, executed and upsold advanced engineering software package, then project management.
- Under a heavy need to move operations, sold entire suite and lease to office neighbor.
- After developing a full plotting package for state redistricting in record time, marketed it to eleven states.
- [ECAN, Products](#)

**Denver Water Department – Internal Consultant      Jan 1976 - Aug 1978**

- Sold several seminars to management.
- Sold Special Interest Group to the international, Association for Computing Machinery.
- Sold after-hours consulting service to Control Data Corp, and was offered a sales position (declined, preferring consulting at the time).
- [DWD Seminar](#)

**Aerospace      Aug 1971 - Sep 1975**

- While a contractor on NORAD Cheyenne Mountain, sold newsletters based on [Master's Thesis](#) to local training firm.
- While at the USAF SR-71 ELINT system, sold instructor services to local community college.
- [SDC, Systemation, USAF](#)

**California State University, San Jose – Part-Time Jobs      Sep 1965 - Aug 1971**

- Sold Programmer/Analyst services to the [USFS for a traffic project](#) (highest-paid student on campus) which also resulted in a pioneering [Master's Thesis](#).
- Leased-up 12- and 24-unit apartment buildings, as well as managed, renter relations and contractor management.
- Bought and sold first condo.

**Education – 5+ years**

**Certificates:** Marketing, Business School, University of Colorado, 1995

**BS,** General Engineering, San Jose State University, California, 1970

**Additional Information** ([Click links - reload if slow to redirect](#))

**Skills • Writing • Recommendations**

**Other Resumes:** General • Property Management • Financial Analysis • Writing/Editing