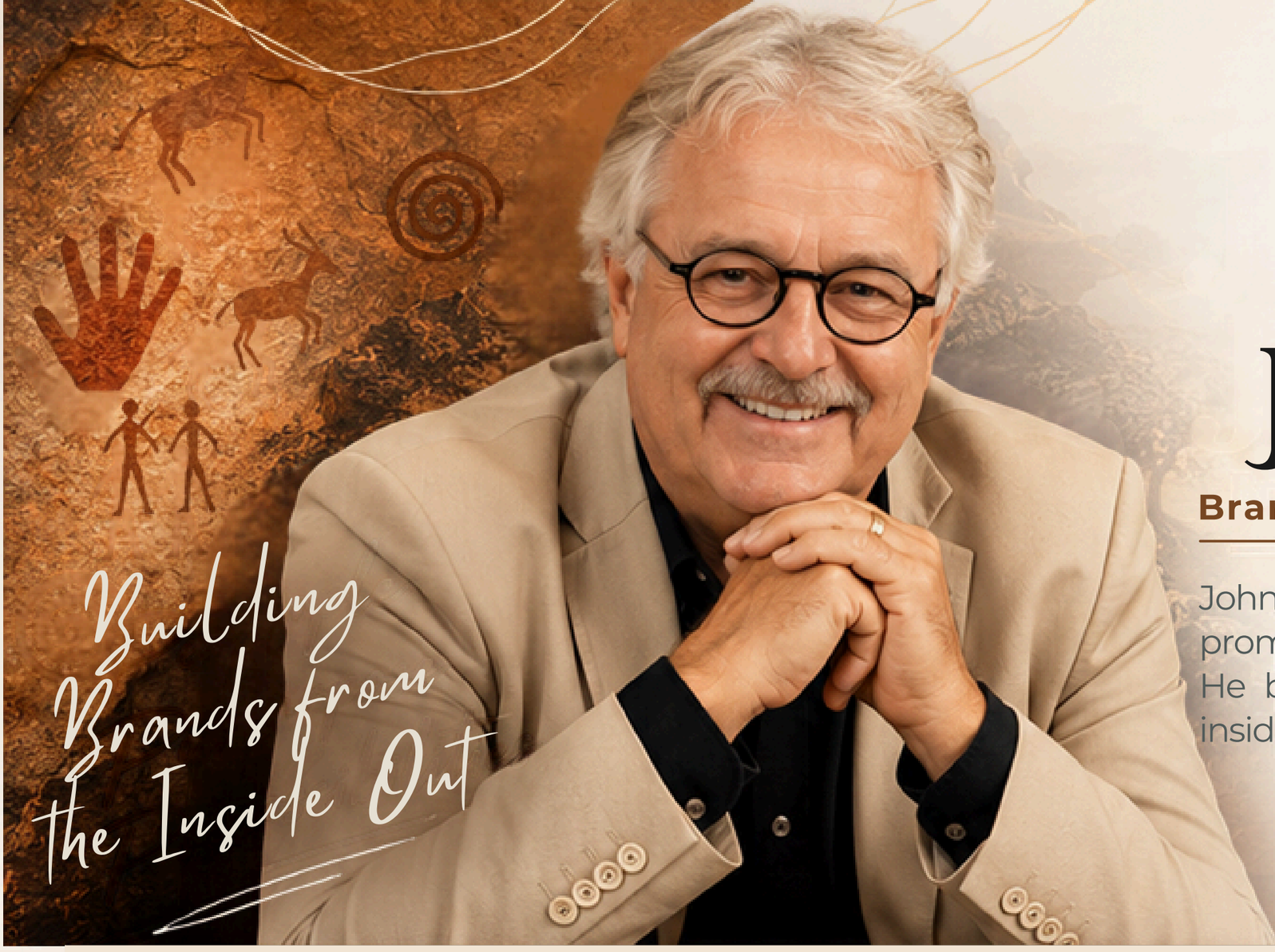


JOHNNY JOHNSON

Brand and Communication Strategist

Johnny helps organisations make authentic promises and consistently keep them.
He believes great brands are built from the inside out by the people who live them.

"A brand is a badge of trust."

BRAND STRATEGY
Defining authentic brand promises

COMMUNICATION
Connecting with what matters

LEADERSHIP
Inspiring brand ambassadors

EMPLOYEE ENGAGEMENT
Hunting strategy into livest culture

PERSONAL BRAND
Helping leaders communicate authentically

DESIGN
Bringing brands to life

NAVIGATOR
Online tools for DIY brand strategy

A RICH HISTORY OF BRAND LEADERSHIP

With over 40 years in brand, communication and marketing, Johnny has led and advised some of South Africa's most respected agencies and brands. His experience spans strategy, leadership, client service and integrated communications.

1980-1984	1985 - 1990	1991 - 1994	1995 - 1997	1998 - 1999	2000 - 2009	2010-2022	2000-Present
Ogliy & Mather South Africa	Young & Rubicam Managing Director	Ogliny & Mather South Africa	Hunt Lascaris TBWA	Saatchi & Saatchi Managing Director	Burns Strategic Planning, Managing Director	TowerStone Brand, Managing Director	Anthropos Brand Strategy Brand & Communication Strategist

EDUCATION

Stellenbosch Business School
Honours in Business Administration, Brand and Communication

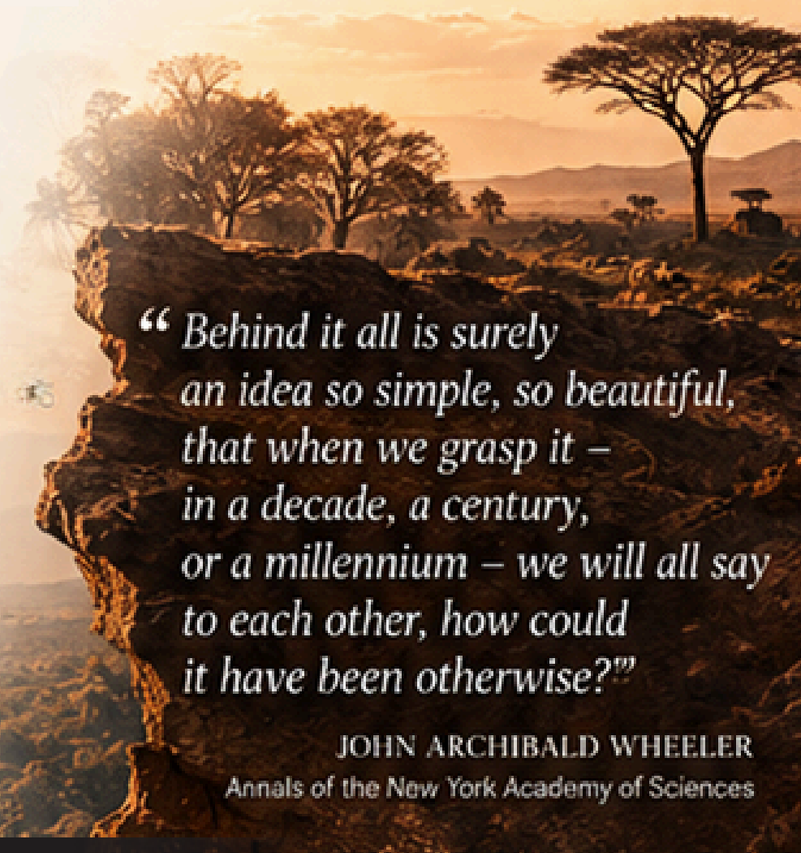
CORE CAPABILITIES

- Marketing Strategy
- Management Consulting
- Coaching
- Strategic Thinking
- Leadership Communication
- Brand Development

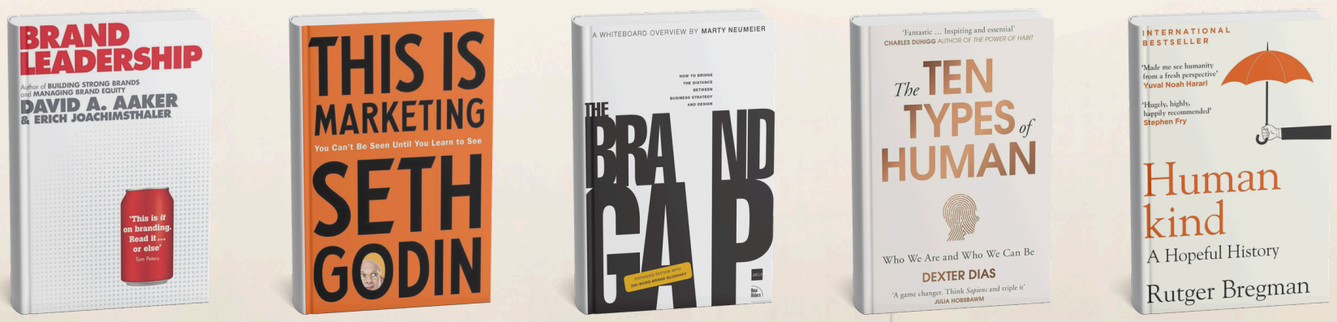
BASED IN

Cape Town,
Western Cape,
South Africa

www.linkedin.com/in/johnny-johnson-9976b035



INSPIRED BY A WIDE BODY OF THINKING



THE ANTHROPOS VALUES – ANTHROPOSITIVITY

HUMANITY
I am because You are.

OPTIMISM
A belief in people and optimism

AUTHENTICITY
Courage to be yourself

KINDNESS
Everyone is someone

CREATIVITY
Bringing the ordinary together in extraordinary ways

LET'S BUILD BRANDS THAT MAKE A DIFFERENCE

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