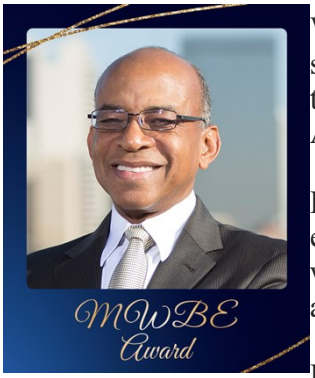
JBJ MANAGEMENT
Delivering Strategic Solutions

Willis Johnson
CEO and Founder
JBJ Management



Willis Johnson is the CEO and Founder of JBJ Management. He is responsible for oversight of all three divisions of JBJ Management which includes our consulting branch, the technology division and J&L Imperium which is our ready- mix concrete company. Additionally, he directs all marketing, sales, and business development activities.

Prior to founding JBJ Management, he shared his unique perspective with Dallas listeners for almost 30 years as the Morning Show host for Service Broadcasting Corporation, where he also worked as the Program/Promotions Director and supervised on-air talent and sales/promotions activities.

His tireless drive propels him to continually seek out new opportunities for his clients and for his own improvements. With over 30 years in broadcasting, advertising, marketing, and sales, Mr. Johnson benefits his clients by bringing extensive customer and business acumen. Previously at Brown & Johnson Production Company, Mr. Johnson acted as Executive Producer where he produced a nationally syndicated show called IMPACT. This show served in 65 markets and aired 1993-1998.

JBJ is currently contracted by Motorola to identify and develop business opportunities with government agencies like the city of Dallas and Dallas County. Willis has spent the last seven years working to position Motorola for Two-Way radio, computer aided dispatch (CAD) and vehicle body camera opportunities. To date, Motorola has been awarded several multimillion-dollar two-way radio contracts.

In 2019, Willis was awarded the Lifetime Achievement Award by the Dallas Business Journal. In addition, the Texas State Legislature, while in session, issued a resolution recognizing his contributions to the State of Texas.

Representative Client List

- AECOM
- Concessions International
- DART
- Fair Park
- Garland
- Genesis
- Hudson Group
- HJ Russell
- Jarvis Christian College
- Matthews Southwest
- Motorola
- Parkland
- Paul Quinn College
- Reimagine Redbird
- Southland Holdings
- Texas Central Partners

Experience

- 30+ years marketing/broadcasting/sales
- Executive Producer of the nationally syndicated show IMPACT (1993-1998)
- Business/Communication degree from East Texas State University
- Honorary Doctorate from Paul Quinn College
- Board of Directors
    - Black Academy of Arts
    - Boy Scouts of America
    - Trinity Trust Foundation
    - Habitat for Humanity
    - Salvation Army