Steven Johnson

Chief Evangelist at Primary Intelligence

Gainesville, VA, US

Evangelist for agile product management and marketing

Biography

Steve Johnson is a recognized thought-leader on topics for product, marketing, and sales leaders. Currently, Steve is Chief Marketing Officer for Primary Intelligence with a focus on instilling best practices in win/loss analysis and customer experience. His ideas on customer interaction help companies incorporate market facts into their product creation, marketing programs, and sales enablement. Prior to joining Primary Intelligence, Steve was a Pragmatic Marketing instructor for 15 years and personally trained thousands of product and company leaders on strategies for creating successful technology products. Steve is a popular keynote speaker at forums throughout North America and author of many articles on technology product management and marketing.

Availability

Keynote, Panelist, Corporate Training

Industry Expertise

Market Research, Corporate Leadership, Computer Software

Areas of Expertise

Win Loss Analysis, Agile Product Management, Product Marketing

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Sample Talks

Win Loss Analysis: Not just for sales people anymore

Most product managers think of Win/Loss analysis as something that sales people do. Something that only benefits the way vendors sell. But what can be learned about development? about the portfolio, product, and feature set?

Event Appearances

Win Loss Analysis: Not just for sales people anymore
Boston Product Camp 2012

Win/Loss analysis for Product Planning
Webinar with Accept360

Education

University of Tennessee, Knoxville, TN
BS, Business Marketing and computer science

Accomplishments

Pragmatic Marketing instructor for 15 years
In the course of 15 years, I have spoken with literally thousands of product managers, product marketing managers, and leadership teams about the strategic value of product management. My ebook on the topic has been downloaded over 100,000 times.

Winner: 2007 "Software Idol" award at Business of Software
See my award-winning presentation on Software: Business or Hobby Presented at Business of Software conference, 2007. http://video.google.com/videoplay?docid=8905410719602080104

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