

Associate Marketing Manager, Harris Corporation 1977 - 1979
 Addison, Texas
 Saved organization \$6,000,000 as leader of Float Task Force.

Registered Sales Associate, Merrill Lynch 1968 - 1970
 La Jolla, California
 Series 7 License

ACADEMIC EXPERIENCE

The University of Texas at Tyler, Tyler, Texas

2008 - Present Adjunct Lecturer in Management & Marketing
 Soules College of Business
 2005 - 2007 Adjunct Lecturer
 College of Arts & Sciences

San Diego State University, San Diego, California

2002 - 2004 Adjunct Lecturer
 College of Extended Studies

UNIVERSITY TEACHING (The University of Texas at Tyler) Undergraduate Teaching

MANA 3170 Build and Manage a Successful Career
 (formerly How to Get a Job)
 MANA 3311 Organization Behavior & Leadership
 MANA 3370 Information and Communication Techniques
 UNIV 1800 Freshman Seminar – Critical Thinking

CERTIFICATIONS AND CREDENTIALS

1988 Series 22 Limited Partnership License, National Association of Securities Dealers (NASD)
 1969 Series 7 General Securities Representative Qualification, National Association of Securities
 Dealers (NASD)
 1986 Secret Clearance, US Government

CORPORATE AND ORGANIZATIONAL CONSULTING

Walmart. Developing Your Standout Brand. *Presented value-based professional branding overview to distribution management. (March 2022)*

Special Health Resources (SHR). Your Standout Brand: Building a Success Ready Team. *Developed and presented value-based workshops and independent studies to align individual value with organization's strategic goals and objectives. (May 2021 – February 2022)*

Tyler Executive Women's Network (TEWN). *Lean In Luncheon: Mentoring Young Women Executives*
 Invited to participate in panel discussion at annual mentoring event. (May 2017)

Tyler Executive Women's Network (TEWN). *Women of Value – Your 'Standout Brand'*. Developed and presented values-based executive level presentation at monthly meeting. (January 2017).

International Association of Business Communicators (IABC). *East Texas Chapter*. Developed and presented a program to assist members on How to Accurately Identify Their Professional Values and Make Lasting Impressions on Current or Future Employers, Colleagues and Clients. (Spring 2016).

Women in Cable (WICT) Midwest, *Suddenlink, St. Louis*. Developed and presented A New Brand You[®] Professional Branding Presentation and Workshop. The purpose was to emphasize professional branding as a career basic and an essential element in effective leadership. (Fall 2015)

BGC Women's Leadership Forum, Keynote Speaker and invited to present *A New Brand You[®]* Workshop for the Brookshire Grocery Company's Women's Leadership Forum, Spring 2014 Conference, Shreveport Convention Center, Shreveport, Louisiana (March 2014).

Suddenlink. Developed and presented *A New Brand You[®]* Developing, Communicating, and Leading with a Well-Defined Professional Brand to *Suddenlink Tyler, Texas, Recruiting and Diversity Team* (November 2013).

PUBLICATIONS

Your Standout Brand, Gail Johnson & Kelley Gerwig, ISBN # 9 78-1387 -51627-8, © 2022 by Solving Business Problems Creatively, LLC, 1st Edition : January 2023 published by Lulu.com.

A New Brand You – Edition V.6.1, Gail Johnson, MBA & Kelley Gerwig, ISBN: 978-1-312-99360-0 ©2015 by Solving Business Problems Creatively, LLC, Edition V.6.1: October 2016, Lulu.com.

!WONTUOTEG, Gail Johnson & Kelley Gerwig, ISBN: 978-0-557-17814-8; second edition, Revised 12.10, Lulu.com.

Professionally BRANDICAPPED?[™] Reader/Workbook © University Edition v.4.5, Gail Johnson, Mel Epstein, ISBN: 978-0-615-33334-2, March 2010.

REFEREED MANUSCRIPTS IN PROCESS

McWhorter, R. R., Delello, J.A., Young, M., Johnson, G. D. (in development) We Have Talent: Mock Team Interviewing for Undergraduate Business Courses.

McWhorter, R., Donaldson, S., Johnson, G.D. (in development) An Exploration of the Effects of Individual Personality Conflict in Professional Settings.

Johnson, G., McWhorter, R. R., Astakhova, M., & Jones, R. (in development). Effect of professional branding on employer perceptions of student capability.

REFEREED CONFERENCE PROCEEDINGS

Johnson, T., Camp, K. & Bushardt, S., (2012) Professional Branding as an Interview Management Strategy, *American Business Communication International Conference*, New Orleans, LA, October 23-26, 2012.

McWhorter, R. R., Johnson, G. D., Roberts, P. B., Delello, J. A., & Hall, A. (2014). Exploring LinkedIn as a career management strategy. *Academy of Human Resource Development International Conference*, Houston, TX. February 14-16, 2014. (Scholarly Research Roundtable).

Johnson, G., McWhorter, R., & Hicks, J. (2014). Uniquely qualified: Building students' professional brand for job placement and career management. *Association for Business Communication Southwestern US (ABC-SWUS)*, Dallas, Texas, March 12-15, 2014

McWhorter, R. R., Johnson, G. D., Hicks Martinez, J. (2015). Exploring the Relevancy of the Cover Letter in a Digital World. *ABC SWUS Conference*, Houston, TX. March 11-13, 2015.

Johnson, G.D., McWhorter, R. R., Gerwig, K. (2016). An Exploration of the Effects of Individual Personality Conflict in Professional Settings. *ABC SWUS Conference*, Oklahoma City, OK, March 9-12, 2016.

NON-REFEREED CONFERENCE PROCEEDINGS

Johnson, G., & McWhorter, R. R. (2015). Act on Research Video Presentation: Exploring Mock Team Interviewing as a Career Management Strategy in Business Courses. *Southern Management Association*, St. Pete Beach, Florida, October 27-31, 2015.

INVITED PRESENTATIONS

Johnson, G. D. (2017). Invited to present Successful People are Just Lucky.....Seriously? The Engine of a Robust Career is a Standout Brand! *IABC Connect17 Conference*, October 2017.

Johnson, G.D. (2017). Invited to participate on Lean In Luncheon: Mentoring Young Women Executives panel for *Tyler Executive Women's Network*, May 2017.

Johnson, G.D. (2017). Invited to present How to Stand Out in a Crowd, Develop, Communicate, and Lead with a Well-Defined Professional Brand. *Chamber of Commerce Career Connections (C4)*, January 2017.

Johnson, G.D. (2016). Invited to present How to Stand Out in a Crowd, Develop, Communicate, and Lead with a Well-Defined Professional Brand. *Chamber of Commerce Career Connections (C4)*, January 2016.

Johnson, G.D. (2015). Invited to present A New Brand You © Professional Branding/Boundaries for *The University of Texas at Tyler Leadership Summit*, September, 2015.

Johnson, G.D. and Gerwig, K. Invited to present A New Brand You © Spring 2014 Conference for Brookshire Grocery Company Women's Leadership Forum Spring 2014 Conference, Shreveport, Louisiana, Spring 2014.

Johnson, G.D. (2015). Invited to present A New Brand You © Developing, Communicating, and Leading with a Well-Defined Professional Brand, at the *2013 American Association of University Women (AAUW) Washington D.C. Annual Conference*, June 2013.

- Johnson, G.D. (2013). Invited to present A New Brand You – Recognizing and Communicating Leadership Through Your Professional Brand Values, *2013 National Conference for College Women Student Leaders (NCCWSL)*, The University of Maryland, College Park, MD, June. 2013.
- Johnson, G.D. (2013). Invited to participate in an Employer Roundtable to discuss “The biggest Challenge Facing Employers”, *Suddenlink Employer Roundtable, Leadership Panel*, February 2013.
- Johnson, G.D. (2012). Invited to present a \$tart \$mart Negotiation Skills Workshop, at Texas Christian University (TCU), March 2012.
- Johnson, G.D. (2012). Developed and invited to present 21st Century Technology for the 21st Century Student, at the *Texas Distance Learning Association’s Annual Conference*, April 2012.
- Johnson, G.D. (2012). Invited to present A New Brand You: Recognizing and Communicating Leadership through Your Professional Brand Values for the *National Conference for College Women Student Leaders (NCCWSL)* Annual Conference at The University of Maryland, College Park, Maryland, June 2012.
- Johnson, G.D. (2011). Participated on ‘Actions for Equal Pay: Advocacy and Programming to Close the Gap Panel Discussion’, *American Association of University Women (AAUW)*, Washington D.C. June, 2011.

PROFESSIONAL ORGANIZATIONS

2023 – Ongoing	Chapel Hill ISD Career & Technology Education
2020 – Ongoing	Whitehouse ISD Career & Technology Education
2019 - Ongoing	Tyler ISD Career & Technology Center Advisory Board
2017 – Ongoing	Tyler Executive Women's Network (TEWN)
2016 – Ongoing	International Association of Business Communicators (IABC)
2015 – Ongoing	Southern Management Association (SMA)
2011 – Ongoing	Cambridge Who’s Who Registry of Executives, Professionals and Entrepreneur
2009 – Ongoing	National Association of Professional Women (NAPW)
2009 – 2020	American Association of University Women (AAUW)

HONORS/AWARDS/ACKNOWLEDGEMENTS

- 2022 Business Partner of the Year, Tyler ISD Career & Technology Center
- 2015 Goodwill Advisory Board
- 2014 *ENACTUS (formerly Students In Free Enterprise, SIFE), Rising Phoenix Project (2014)*
- 2013 Field Manager, \$tart \$mart Negotiation Skills Workshop, Wage Project™
- 2011 *Cambridge Who’s Who Registry of Executives, Professionals and Entrepreneurs, Lifetime Member*
- 2011 AAUW Educational Foundation, Tyler, Texas Branch 75th Anniversary American Fellowship
- 2010 VIP Woman of the Year – National Association of Professional Women (2010/2011)
- 2011 President, AAUW, Tyler, Texas Branch (2011-2012)

- 2009 Tyler Board, AAUW (2009/2010)
- 2009 Cambridge Who's Who Registry among Executive and Professional Women (2009/2010)
- 1992 Outstanding Achievement Award, Altris Software Inc.
- 1986 Leadership Scholarship, National University
- 1986 Graduated with Honors 4.0 GPA, Regis University

GRANTS AND EXTERNAL FUNDING AWARDED

2022	The University of Texas at Tyler, Soules College of Business Cavender's	Funded:	\$1,000
2022	The University of Texas at Tyler, Soules College of Business Heartland Securities	Funded:	\$2,500
2022	The University of Texas at Tyler, Soules College of Business CTCU (Spring)	Funded:	\$2,156
2017	The University of Texas at Tyler, College of Business & Technology Fastenal (Spring)	Funded:	\$500
2017	The University of Texas at Tyler, College of Business & Technology Fastenal (Fall)	Funded:	\$1,000
2017	The University of Texas at Tyler, College of Business & Technology Cavender's (Fall)	Funded:	\$500
2016	The University of Texas at Tyler, College of Business & Technology Fastenal	Funded:	\$500
2016	The University of Texas at Tyler, College of Business & Technology Cavender's	Funded:	\$1,000