

STRATEGIC VISION PR GROUP

BACKGROUNDER

David E. Johnson is the chief executive officer and co-founder of Strategic Vision PR Group. With more than 20 years of experience, he is a PR industry leader who specializes in media relations, crisis communications, branding, and reputation management. He drives client strategy and has been an integral part of leading the firm forward since its founding in 2001 during the aftermath of 9/11. He has been described as a PR guru extraordinaire and the go-to person for crisis communications by the media.

Johnson's public relations and communications experience developed while he worked for various trade associations and government agencies in Florida. In the late 1990s, he was employed with one of Atlanta's top public relations agencies, where he oversaw a diverse client portfolio that included accounts in the architectural, legal, hospitality, education, nonprofit, lifestyle, sports, technology, real estate, and health care professions.

With the founding of Strategic Vision PR Group, Johnson developed a niche practice for the firm in book publicity. He works with new and established authors from both the self-publishing and traditional publishing realms.

Johnson is regularly sought out by the media for his (intimate experience with and knowledge of the public relations industry. He has appeared on CNN, the FOX News Channel, the FOX Business Network, ESPN, HLN, CNBC, "CBS This Morning" and "The Today Show," as well as in publications such as People, USA Today, The Wall Street Journal, Entertainment Weekly, Advertising Age, PRWeek, PR Daily, the E-Commerce Times, the Associated Press, The Christian Science Monitor, Fortune, the Boston Herald, Forbes, Bloomberg Businessweek and Hollywood Life, and serves as a frequent contributor for Commpro.biz, Brilliant Results magazine, Bulldog Reporter's Daily 'Dog, and Alister & Paine.

TOPICS

- Creating BUZZ for Your Business
- Disaster Strikes: Navigating to Safe Shores During a Crisis
- I Have Written the Book, Now What?: Making Your Book Stand Out
- Using the "S" Word to Develop Your Brand and Business
- Media Relations 101
- Making the News: Winning New Business
- How a PR Plan Can Affect Public Policy for Your Association
- How to Become a Media Expert
- How to Tie Your Book into the News
- How a Self-Published Author Can Get PR to Succeed
- Understanding What PR Is
- Why You Need PR?
- PR Disasters and How to Avoid Them
- Acquiring an Added Edge
- Effectively Using the New Media in Campaigning
- Learning from Past Presidential Pitfalls
- How to Create a Successful Campaign Message

SOURCE



Campaigns & Elections magazine named him as one of the top 500 Influencers for 2013.

He has a degree in political science from Florida State University.

He is available to speak on public relations campaigns, book publicity, crisis communications, corporate storytelling, public affairs and policy through effective campaigns, media relations, and branding.

CONTACT

To book Mr. Johnson for an engagement please contact:

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STRATEGIC VISION PR
PUBLIC • RELATIONS

Winners of the SBIEC
Georgia Excellence Award in
Advertising and Marketing