

SCOTT JOHNSEN, CXO
Innovative Technology Leader Focused On Relationships And Results.
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Senior Executive with a Successful 20-year Proven Track Record in Building Relationships, Leading Teams, and Driving Performance and Growth in Sales, Operations, Fintech Strategy, and Product Development.

Available for relocation - Inactive Secret Clearance

CAREER HIGHLIGHTS

- By implementing effective national growth strategies, I generated a substantial increase of \$10M in revenue across five new states, highlighting my ability to successfully lead and execute initiatives that drive business growth and profitability.
- By effectively managing a P&L of \$26 million, I was able to drive a remarkable 27% increase in revenue over five years, demonstrating my solid financial understanding and ability to deliver results that exceed expectations.
- As a Product Development Head, I spearheaded several initiatives that drove impressive results. Through my leadership, we achieved a remarkable 15% increase in annual revenue, strengthened our market presence, and elevated our utilization and penetration rates. These accomplishments are a testament to my ability to develop and execute strategies that deliver tangible outcomes.

EXPERTISE AREAS

Leadership	Executing Business Strategy	Active Listening
Relationships	Program And Process Management	Decision-Making
Communication	Organizational Resource Allocation	Analytical Skills

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

Maine Credit Union League/Synergent, Westbrook, ME

April 2018 – August 2023

Maine Credit Union League is a nonprofit, professional trade association serving Maine's credit unions. Synergent, a Credit Union Service Organization owned by the Maine Credit Union League, is a FinTech Serving Credit Union national.

As Chief Operations Officer (Synergent) and Chief Relationship Officer (Synergent), I supported nonprofit and for-profit organizations, building and strengthening relationships with credit unions, prospects, and strategic partners.

- Established and maintained C-suite relationships with Fortune 500 strategic partnerships, affiliates, and clients.
- Build and strengthen Synergent's and Maine Credit Union League's relationships, leading Synergent's Product Development, Payments, Customer Service, Business Development, Training, and Education divisions, increasing revenue by 27% in 5 years and profitability by 6%.
- As the Chief of Staff, I utilized creative thinking to develop innovative strategies and solutions for organizational growth.

As Senior Vice President of Operations, I steered national growth strategies, created new revenue sources, and drove company growth.

- Developed a strategy for a national presence with a strong value proposition, generating \$10M in revenue growth in five new states.
- Led corporate development and budgeting efforts while generating creative and compliant solutions using technology innovation with direct responsibility for sales, marketing (MarTech), payments, product development, business development, relationship management, contract management, process development, pricing, deal negotiation, revenue development, strategic planning, and data analytics.

ROUTEONE, Farmington Hills, MI

March 2008 – April 2018

A Fintech creating an experience and efficiency for auto dealers, lenders, aftermarket providers, and consumers for vehicle purchasing, financing, and aftermarket sales.

As Vice President of Customer Solutions Group, I boosted client loyalty rates by introducing a new revenue stream generating \$4M in the next five years. This innovative solution ensured better retention rates for our clients and brought in substantial revenue for the company.

- Created strategies for new solutions and maximization of existing solutions and negotiated complex commercial deals directly with OEM captive finance sources, strategic integrated partners, aftermarket providers, and their automotive OEM-affiliated relationships across the United States and Canada.
- Influenced the ownership, partnerships, and relationships of finance companies associated with original equipment manufacturers (OEMs) through developing strategies and negotiating business deals.
- As an executive committee member, I was crucial in driving the organizational strategy, establishing Key Performance Indicators (KPIs), and developing critical policies. My contributions were instrumental in ensuring the success of the organization's (& Joint Venture's) objectives.

As Senior Director of Product Development, I successfully managed a \$21M portfolio. My strategic initiatives enhanced existing products and services while introducing new ones to the market.

Achieved goals involving Capex, professional services, and enhancements within budget by initiating and deploying 18-month-long internal rolling product roadmaps while serving 1,300 finance sources, over 22,000 dealerships, and 365 integrated partners across the US and Canada.

- Increased annual revenue by \$3M+, improved market presence, and raised utilization and penetration rates for products such as eContracting.

As Director of Finance Source Development, I led teams of experts who developed cutting-edge products and services. These innovative solutions enhanced customer engagement and generated new revenue streams for our organization. I played a pivotal role in increasing our company's "stickiness" and driving its growth.

- Led revenue growth and functionality enhancements for 1,100 Finance Source platform partners through collaboration with Account Managers, Product Development, and LOS Partners, ensuring compliance with integration standards and regulatory obligations.
- Created new pricing models to enable non-traditional model finance sources to participate on the platform, resulting in the growth of new finance sources and utilization of the platform via a Standard Finance Source Agreement to support "Per Funded Pricing."
- Initiated processes and implemented CRM workflows and reporting to track KPIs, driving accountability, opportunity identification, and enabling accurate sales forecasting.

As Director of National Business Development, I successfully led RouteOne's growth through effective relationship strategies and motivational leadership of our Regional Business Development Managers (BDM). We achieved remarkable results by creatively utilizing marketing budgets, organizing engaging webinars, and fostering strong relationships with dealer associations and finance sources.

VOLUNTEER AND CHARITABLE

- **Team Red, White, and Blue**, Athlete and Advocate
- **100 Men Who Care**, Southern Maine

EDUCATION AND CREDENTIALS

- **BA, Business Management and Administration**, Northwood University, Midland, MI.