



Sarah J. Johnson

Director of Consulting Services
PDI Global, Inc.

“Professional service firms are a lot like professional athletes. They have tremendous talent and a proven ability to play the game. But to perform at their best, they need continual training, coaching and motivation. This is where I come in. I serve as a coach who points out ways firms can improve their game, helps them stay in top shape, and encourages every player to become an All-Star. As a result, a firm’s entire team starts to play better and win more games — and earn more money.”

A highly accomplished marketing professional with a passion for success, Sarah excels in advising CPA, law and other professional service firms on ways to realize more of their profit potential. She is especially adept at identifying growth opportunities, formulating business development strategies, maximizing human capital and working with clients to meet the challenges involved in implementing change.

Sarah’s strengths include a keen understanding of how professional service firms operate and what it takes to move them to the next level. She has a proven ability to help firm leaders clarify their vision, set actionable goals and — most important — motivate and manage the changes required to achieve them. Sarah is ready to help firms advance with these and other success-building services:

- Strategic marketing and branding
- Web site development
- Social media monitoring
- Firmwide and individual marketing plans and market studies
- Recruitment, retention and human capital development programs
- Media, public and community relations
- Budgeting, activity tracking, evaluation and benchmarking
- Referral development and management
- Internal and external communications, newsletters, and seminars
- Cross-selling, up-selling and sales development and management
- Client retention programs, interviews, and surveys

Before joining PDI Global, Sarah was Marketing & Human Resource Director for the Chicago-based accounting firm of John R. Waters & Company. In that position she developed and implemented a marketing plan that grew firm revenue from \$1.5 million to \$3 million in three years. She also increased client retention from 50% to 72% and managed strategic business relationships that produced an average of \$200,000 annually in new business. In addition, she consulted with insurance, law firm and business clients on branding, talent acquisition, and marketing strategy and implementation.

Sarah has a BS in business administration with a specialization in marketing from Purdue University. She is a member of the Association for Accounting Marketing (AAM) and serves as President of AAM’s Chicago Chapter. She also is a member of the Law Marketing Association and sits on the Membership Committee of the Empowering Women Network. In addition, she is a Chicago Friend of Boardroom Bound and chair of the Event Committee for the Future Leaders Council of the YWCA.

Sarah can be reached at:
312-245-1681 (t)
312-836-1248 (f)
sjohnson@pdiglobal.com
Twitter: Sarah-Johnson28

800 227 0498 www.pdiglobal.com