

## John Johnson

---

**FROM OPRAH WINFREY TO TOP GLOBAL BRANDS. JOHN JOHNSON SHARES HIS UNIQUE POINT OF VIEW OF LIFE, LOVE, SUCCESS AND RELATIONSHIPS ON LA TALK RADIO'S NUMBER ONE SHOW – 'LIVE TODAY WITH JOHN JOHNSON & FRIENDS!'**

Who is John Johnson? In the days of Google, Social Media and the Internet, a quick search on John Johnson reveals little about who this very private man is or what he has done. His resume and relationships however reveals interesting details of a man, who has been for more than 25 years, working behind-the-scenes for some of the world's most endeared people and companies including Oprah Winfrey, Steven Spielberg, Calvin Klein, Prada, Gucci, Louis Vuitton, Nordstrom, Harley Davidson and many others. Now John is sharing his life's experiences and hopes others will benefit from his introspective musings. He can be heard weekly on LA Talk Radio on his popular talk show (highest rated show), LIVE Today! (Mondays, 4 pm PST). He also is a nationally syndicated featured columnist.



John's formative working experience was with Oprah Winfrey, who is recognized as one of most influential and powerful people of this millennium. John worked closely with Oprah as Assistant Executive Producer touching every facet of production, programming, publicity and guest bookings for the Oprah Winfrey Show, as well as special programs produced by Harpo Productions. Oprah's influence and "Midas-touch" boded well for John as he transitioned from Oprah Winfrey to become a successful businessman working for some of the world's premier global companies.

Currently, John is the Executive Vice President of Global Strategy for Consumer Products, Retail & Fashion divisions for the powerhouse mega-company, Siemens. He has been providing strategic direction and thought leadership with Siemens since 2007 following over 10 years of experience in apparel design, production, merchandising and product development for the retail and fashion industry giants such as Macy's, Kohl's, H&M, JC Penney's, Lord & Taylor, Wal-Mart, Target, Gucci, Prada, Louis Vuitton, Sears, Nordstrom, Donna Karan, Ralph Lauren, Calvin Klein, The Jones Group, Tiffany & Co., Swarovski Crystal, Perry Ellis, Levi Strauss, Dick's Sporting Goods, Nike, Adidas, Jockey, Anne Klein, Harley-Davidson, Chanel, L'Oreal, Estee Lauder, Hudson Bay Company (Canada), Zara (Spain), Vulcabras-Azaleia (Brazil), Li-Ning (China), and many others.

John also serves as an industry advisor on the boards for Oklahoma State University's Apparel & Merchandising programs, Auburn University's Apparel Design program, The Fashion Institute of Technology (FIT) in NYC, and the Fashion Institute of Design & Merchandising (FIDM-Los Angeles) programs. He also serves on advisory boards for three fortune 500 companies. He currently serves as the Vice Chairman on the Executive Board for the American Apparel & Footwear Association's Leadership Committee and also is the current President of the Board of Directors of the American Apparel & Footwear Foundation, and was recently appointed to the Board of Governors along with fashion luminaries, Tommy Hilfiger, Ralph Lauren, Michael Kors and Isaac Mizrahi, for the prestigious Youngmens Fashion Association of NYC.

John has received international recognition including being Apparel Magazine's first recipient of the highly prized Apparel Leadership Award for his outstanding contributions in the fashion industry. Johnson has also been recognized by Kohl's, Oprah Winfrey, Macy's, Kevin Spacey, American Heart Association, Lord & Taylor, Vulcabras-Azaleia and Siemens with awards of excellence for his contributions. During 2010 he was recognized by the President of Auburn University for being the key contributor in helping Auburn receive the largest grant in its history (\$16.8 million). In 2011 John was honored by Oklahoma State University as OSU's Honorary Outstanding Alumni of the Year.

John spends his time between homes in Dallas, Malibu and Chicago. He has two cats named Piawacket and Stealth. He is a well-known expert and label aficionado for Gucci, Louis Vuitton, Rolex, Cartier, Prada, Bulgari, Tiffany & Co., Mercedes, Maserati and other top brands. John's closest friends confirm he loves labels and fashion and that underneath the celebrity glitz (he is often seen and photographed attending exclusive events with top A-list celebrities around the world) and fashion glamour, is a giving heart and soul that seeks authenticity, transparency and mutual connection. As proven not only by the demand for his booking on the national lecture and college circuits, but also by John's masterfully insightful, personable, and inspiring Facebook postings ("John Johnson Official Fan Page") and Twitter @LIVETodayMedia) feeds which draws over 500,000 people to his pages for inspiration.

**Current Work:** John Johnson is the CEO and Founder of John Johnson Media Group, which is a magazine and product development media company as well as the holding company of three other very successful media groups:

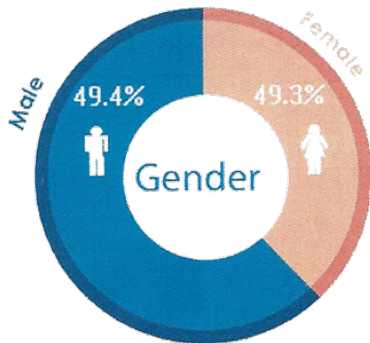
- 1) LIVE Today Radio (Radio Production Company which manages John's hit talk show on LA Talk Radio.
- 2) FireFly Media Group (PR & Marketing and management firm founded with former Warner Bros. Marketing Genius – A. Trovada)
- 3) BlackCAT Productions (Film and Television production company)
- 4) An American Socialite's Life (Realty TV Show) Executive Producer for HBO Films
- 5) Feature Film Debut in the feature film currently in production "Route 65 Nashville"



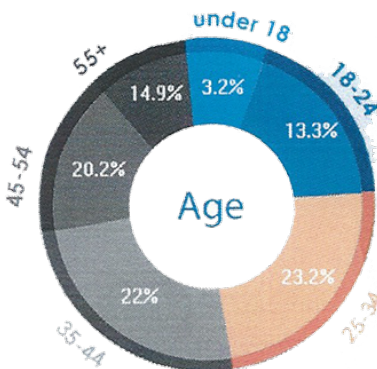
**TV GUIDE, “The Radio Review Edition” pp. 32** (January 2013). *Editorial Review*: ‘**LIVE Today with John Johnson & Friends**’ (Mondays at 4:00pm pst on LATalkRadio.com) is a syndicated radio talk show, hosted, executive produced and written by its namesake John Johnson along with co-host, Dr. Estella Sneider (Housewives of Beverly Hills break-out star, renowned sex expert and mother-in-law to Kyle Richards). It is the highest-rated talk show in LA Talk Radio’s broadcasting history. The show debuted on January 21, 2013 at the top of the ratings chart and has maintained its unprecedented lead since its debut in January 2013.

The show shines not only for the mass appeal of the host, John Johnson (think male-Oprah) but also the rich content and interesting guests (Johnson insists on honoring his guest stars with glowing well written and produced intros). A surprising element of *LIVE Today with John Johnson*, that makes it even more unique (potential sponsors pay close attention and take note...) is that the show appeals to women (18-45 age group), and the show is also highly influential with men of the same age group (18-45 age group) which is nearly unheard of in radio. The shows many topics penetrate into American pop-cultural consciousness. While the show follows an Oprah-style exploration of social issues (John worked for Oprah Winfrey on The Oprah Winfrey Show in Chicago for several years), John Johnson manages to transform the radio talk show format into a more positive, spiritually uplifting experience marked by authors and book & movie reviews, celebrity interviews, self-improvement & spiritual segments, and philanthropic forays into world events. With an audience of nearly 600,000 weekly listeners we don’t see the show, *LIVE Today* or John Johnson going away any time soon.

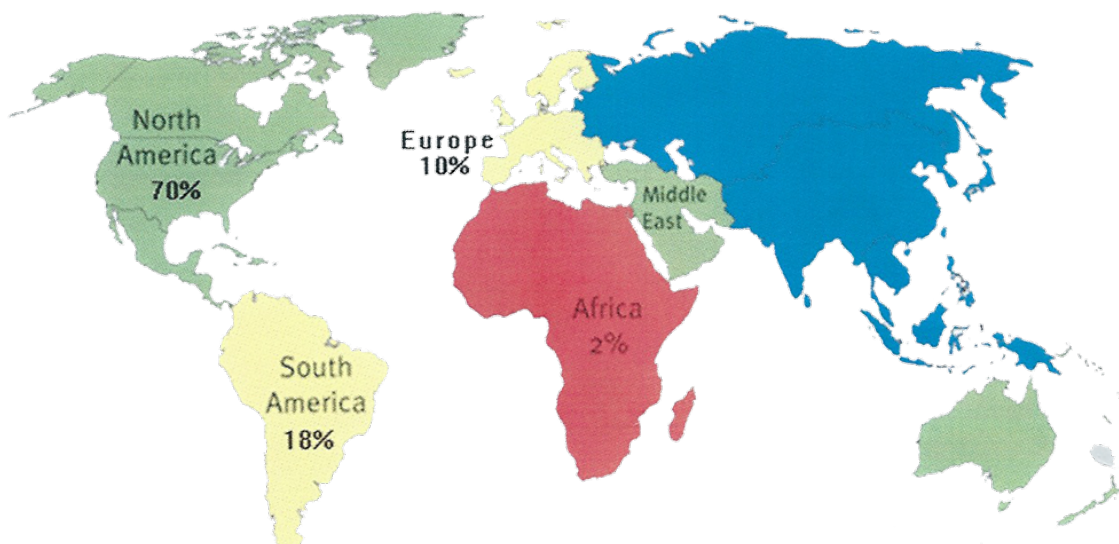
**DEMOGRAPHIC BREAKDOWN**  
**LIVE Today with John Johnson & Friends**  
**Only on LA Talk Radio**



Average Weekly  
Global Listeners  
600,000



Average Weekly  
iTunes Downloads  
10,000 (+/- 3%)







Los Angeles, CA – HOLLYWOOD REPORTER – 07/2012: **“Firefly: Igniting the Soul” – with John Johnson (FOUR out of FOUR STARS ★★★★★)**. Mondays at 8:00pm pacific on LA Talk Radio’s – “Accent On!”

Review Written by: Tyne Roberts

The masterful and personable musings of John Johnson (whose inspiring Facebook postings and Twitter feeds over the past few years have drawn hundreds of thousands to his pages for daily inspiration) premieres Monday in Los Angeles on LA Talk Radio. Tune in to hear this inspiring former assistant executive producer for Oprah Winfrey - The Oprah Winfrey Show) and Amblin Entertainment (Steven Spielberg) and an internationally known fashion industry powerhouse share words of wisdom and sage advice! John Johnson brings an empathetic, authentic and powerful view of how we need to learn to stop letting others define who we are! Stop letting others dilute us! John states, “You weren't created to live their life; you were created to live yours - so LIVE it!” John inspires us to find the courage and calling to reignite our SOUL SPARK and bring the passion back into our goals, dreams, ambitions, careers, and relationships by reclaiming control over our own lives and destinies. This man is a treasure to listen to as he is not afraid to put his own emotions out in plain view to help the rest of us on our personal and sometimes painful journeys through life. . The only question we have is, “why it took so long for someone to discover this beautiful, charismatic and sensitive man and bring him to the masses?”

John also is a nationally syndicated columnist.



**LIVE Magazine (excerpts from cover story – condensed)** - Vol6 Issue 148 Jan 11, 2013 - JOHN JOHNSON is perhaps the most unlikely accidental executive in the entertainment industry. Well-known celebrity comedian and inspirational dream leader, Wendi Fox describes John this way, “John Johnson is like the Forest Gump of Hollywood. His ability to meet, connect and engage people at the highest echelons of entertainment never ceases to amaze me. But more than that he has an uncanny ability to connect seemingly unrelated individuals together to create a whole new synergy of creative projects.”

“Although the combined power of print, radio, and social media is nothing new, the way LIVE Magazine and JJMG are integrating social media, radio and print journalism takes the ‘one-two punch’ to a ‘knockout!’”, said Randal Kleiser, Director of films like “Grease”, “Blue Lagoon” and “Love Wrecked”, after a recent meeting with the newly formed group. “Good media companies work where the audience is today, but a great media collaboration like this one utilizes all media platforms. By shunning silos, and taking a holistic strategy, the whole is greater than the sum of its parts in reaching a new digital-savvy audience.”

**LIVE: What has been the greatest challenge you’ve encountered – either personally or as a leader – to getting to where you are now?**

**John Johnson:** My greatest challenge has always been identifying my passions and then figuring out how to pursue those passions successfully. I think that the best part of one’s life is the working part, the creative part. Believe me, I love to succeed in everything I do. However, the real spiritual and emotional excitement is in the doing. I believe that there’s enough room for everyone to be passionate, creative, and successful. In fact, there’s more than room for everyone; there’s a need for everyone. It’s just hard sometimes to quiet all the noise and focus on what those true passions are in your life. There is a magical quality to becoming the best version of yourself.

**LIVE: You say there is a MAGIC quality in what you do... what is that “MAGIC”?**

**John Johnson:** Well, I like to think that there is an internal GPS emotional system that we all have. And when you are connected to that it is very hard to make mistakes. You make mistakes when you live outside of yourself. You make mistakes when you do things that other people think you should do. You make mistakes when you are trying to please other people. But when you get still and know the consciousness of your own self it is very difficult to make a mistake. The magic is connecting to your inner voice. You see what happens is that I hear people sometimes ask themselves, “Why can’t I have it all?” But what they really should be asking themselves is a different question. What they should be asking is this, “Do I have the power to do the things that will make me happy? Believe me, the Universe wouldn’t give your heart the desire without the means to fulfill it”



**LIVE**  
MAGAZINE  
EXCLUSIVE  
by Juli Nagadea



JOHN JOHNSON



© 17.00

## John Johnson

is perhaps the most unlikely accidental executive in the entertainment industry. Well-known celebrity comedian and inspirational dream leader, Wendi Fox describes John this way, "John Johnson is like the Forest Gump of Hollywood. His ability to meet, connect and engage people at the highest echelons of entertainment never ceases to amaze me. But more than that he has an uncanny ability to connect seemingly unrelated individuals together to create a whole new synergy of creative projects."

John is the Founder and Chairman of John Johnson Media Group Holdings, Inc., the visionary multimedia venture "with a heart." JIMG spans public relations, radio, television, fashion, retail, talent management, publications, and media collaborations, such as the one with his new radio show, "LIVE Today with John Johnson & Friends," his newest collaboration with LIVE Magazine.

"Although the combined power of print, radio, and social media is nothing new, the way LIVE Magazine and JIMG are integrating social media, radio, and print journalism takes the 'one-two punch' to a 'knockout,'" said Randal Kleiser, director of films like "Grease," "Blue Lagoon" and "Love Wedding," after a recent meeting with the newly formed group. "Good media companies work where the audience is today, but a great media collaboration like this one utilizes all media platforms. By stunning silos, and taking a holistic strategy, the whole is greater than the sum of its parts in reaching a new digital-savvy audience."

Levy Center and Juli Nagadea, publishers of LIVE Magazine, sat down with John recently to discuss his own insights on the subject. John obviously knows something about the power of networking, so we were thrilled to hear his insights during our "LIVE in the Spotlight" interview with him.

John's first desires to work in television came to him as a child growing up in small town America. The entertainment business is filled with opportunity, and it attracts dreamers from all over the world who are hoping to find success in all venues from TV, radio, film and theatre. So how does a young dreamer go from eating his Cheerios in front of a black and white tv set to becoming the Executive Assistant Producer to The Oprah Winfrey Show as your first job in television?

**LIVE:** You've achieved - and continue to achieve - the kind of success that many of us aspire to. What do you count as the biggest key to your success?

John Johnson: Two things actually. First, the ability to cast forward towards the future. What I mean is the ability to look for trends and then find how to connect a future trend to a market or industry. And secondly, and most importantly, the ability to connect with people on a deeply personal level. What I discovered was when I connected emotionally through a story, or a genuine curiosity about a person's success story, I was able to convince, motivate, excite, and persuade far more effectively and consistently than when I tried to lead with soulless facts and figures. Without a doubt, this is the biggest key to my success: Connecting with the heart. The best news of all is that this can be the key to everyone's success. We are hard wired to want to connect with other people on a more deeper level.

**LIVE:** As you think about your career, what do you count as your greatest success/ accomplishment?

John Johnson: Being an advisor to Oklahoma State University, Fashion Institute of Design & Merchandising in L.A. and Auburn University. I have often believed that knowledge and success

## CASTING FORWARD

those true passions are in your life.

**LIVE:** What are the defining characteristics of a successful business in the entertainment industry, and how are they similar or different from those of a successful business in retail, fashion, or other industries?

John Johnson: To be clear, the entertainment industry is as results-focused and brutally competitive as Wall Street investors. The defining key of a successful business in the entertainment industry, as in all industries, is providing a product or service that resonates with or solves a problem for a specific market for which people will pay. You are always striving for competitive advantage and for excellence. There is always someone breathing down your neck. And most importantly, you must confront head on your fear of failure and take risks - or, risk a certain failure, since holding on to the status quo is a ticket to ruin - regardless of your industry!

**LIVE:** As if you weren't busy enough, you're also on the speaking circuit delivering motivational keynote presentations. First, why and how do you find time to get out and speak? And second, what is the message you're sharing?

John Johnson: You make time for things that are important to you. I think about one of the greatest compliments I've ever received. I was being interviewed by a local TV reporter when I was first starting out in Chicago with The Oprah Winfrey Show. And then many years later, I saw the same reporter. And she said to me, "you know what? You really haven't changed. You've just become more of yourself." And that is really what we're all trying to do, become more of ourselves. And I believe that there's a lesson in almost everything that you do and every experience. Getting that lesson is how you move forward. It's how you enrich your spirit. And, trust me, I know that inner wisdom is more precious than wealth. The more you spend it, the more you gain. There is a sort of magical quality to becoming the best version of yourself.

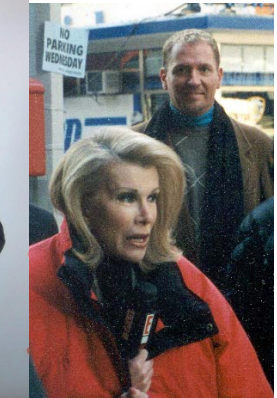
**LIVE:** You say there is MAGIC quality... what is that "MAGIC"?

John Johnson: Well, I like to think that there is an internal GPS emotional system that we all have. And when you are connected to that it is very hard to make mistakes. You make mistakes when you live outside of yourself. You make mistakes when you do things that other people think you should do. You make mistakes when you are trying to please other people. But when you get still and know the consciousness of your own self it is very difficult to make a mistake. The magic is connecting to your inner voice. You see what happens is that I hear people sometimes ask themselves, "Why can't I have it all?" But what they really should be asking themselves is a different question. What they should be asking is this, "Do I have the power to do





# JOHN JOHNSON MEDIA GROUP



Scott Petersen Photography  
© 2012 626-648-2699





## Dr. Estella Sneider



**“Psychologist, MFT, Sexologist and  
author of her forthcoming book  
“SEXploration, your GPS to Ecstasy!”**

**Dr. Estella Sneider**, best known as **Dr. Estella**, is an American television and radio personality, author, psychologist, well-known sexologist and the Host of the television show “Doctora Corazon”, which debuted in 2008, and the Co-Host of the unprecedented smash hit radio show *LIVE Today with John Johnson & Friends* on LA Talk Radio; which debuted in January 2013. Dr. Sneider gained national celebrity status with guest appearances on Bravo TV’s ‘The Real Housewives of Beverly Hills’ as well as weekly appearances on TV “Noticias 22” at 10PM on Mundo Fox Los Angeles. Dr. Estella has a segment called “El Sexo y Usted” (Sex & You), which premiered on January of 2010.

Dr. Estella Sneider, perhaps the most well-known mental health professional in the Hispanic world, is the host of the new leader in daytime radio talk, *LIVE Today with John Johnson & Friends on LA Talk Radio*. Dr. Estella provides one of the most comprehensive forums on mental health and emotional and sexual issues, in the history of radio and TV. For 26 years, Dr. Estella has used the TV and Radio platforms to make psychology accessible and understandable to the general public by addressing important personal and social issues. Dr. Estella initially was the Host of TV Show “Open Line Psychological Consultation” in 1987. Now using the top-rated radio show, *Live Today*, as a teaching tool, she takes aim at the critical issues of our time, including the “silent epidemics” of bullying, drug abuse, domestic violence, depression, child abuse, suicide and various forms of severe mental illness.

Dr. Estella uses the power of television and radio to tell compelling stories about real people with a wide range of emotional and behavioral problems, stripping away the shame and embarrassment that often keeps people from seeking help. Many viewers and listeners, for the first time in their lives, develop an understanding of problems experienced by their families as well as themselves. In the comfort of their own homes, they can experience the hope and possibility of change. Dr. Estella Sneider's mission is to educate viewers and listeners about evidence-based treatment options for many of the most challenging problems faced by individuals, couples and families. Her unique dedication to families and children is legend to the thousands of people around the world who watch and listen to her broadcasts and read her articles posted on FB and her Web Site. She also has as column on "Live Magazine", called "SEXploration with Dr. Estella Sneider".

Dr. Estella's work was recognized by the Latin LGBT and presented an award at the Latin LGBT Awards on April 2013. Dr. Estella is also devoted to helping people create better lives for themselves and their families. Because of her broad education, training and experience in the fields of Psychology, MFT and Sexology along with her unique ability to effectively communicate in common sense language, she is frequently called upon by the Media for her expert opinion on current events.

Dr. Estella Sneider earned a B.A. from the University of Southern California and graduated Cum Laude. Her M.A. and Ph.D. were from California School of Professional Psychology and the California Graduate Institute. She extended her education by spending a year of postdoctoral training in Sexology and Sexual Therapy at The University of California Los Angeles (UCLA). Dr. Estella Sneider is a licensed Psychologist & Marriage and Family Therapist in the State of California, as well as a Certified Sex Therapist.



An avid tennis player and professional photographer, Dr. Estella lives in Los Angeles with her 3 dogs. She is totally devoted to her family and close friends, which includes her son, Mauricio Umansky and daughter-in-law Kyle Richards, her daughter Sharon and son-in-law Kendall and grand kids Farrah, Alexia, Sophia, Portia, Noah, Adam and Layla.

