

## **Marilyn Johnson, CEO, International Women's Forum | Laura Dunn**

Marilyn Johnson, a leading advertising and marketing strategist and business growth executive, joined the Worldwide Women's Forum as CEO, following a thirty-five yr occupation with IBM. Ms. Johnson retired as the IBM Vice President of Market place Development primarily based in Armonk, New York. In her previous capability, Ms. Johnson led an organization accountable for creating IBM's method for, and advertising to, organizations owned or operated by Asians, Blacks, Hispanics, Native Americans, and Ladies in the Americas. In 2005, she expanded her mission to include women-owned and females-led firms in picked markets around the globe, expanding IBM market place share substantially. She has held executive positions in key IBM business units and has had management and operational accountability in North America, the Middle East, Africa, Latin America, and Asia. With professional experience in training, broadcasting, corporate advertising and marketing, improvement and income, Ms. Johnson's job trajectory displays a deep knowing of the broad industries and sectors that exist inside of the membership of the International Women's Forum.

In her early career, she was an elementary college educator and a television character, reporting news and climate. A graduate of John Marshall University, her advanced degrees are in Schooling, and she attended the Harvard Business School Strategic Leadership Forum representing Finance Sector Advertising and marketing for IBM.

She has held positions on the Executive Board of the Council for Far better Business Bureaus and the Executive Boards of the Asian Pacific Islander American Scholarship Basis, the Nationwide Council of Negro Women, and American Airlines Marketing Advisory Council. She has been applauded for her lively commitment to mentoring and coaching females in various profession paths. Ms. Johnson has been a featured speaker for many professional organizations and universities close to the world, like The Globe Diversity Conference in the City of Prague in the Czech Republic the Black Girls Executive Roundtable hosted by the Mayor of Paris, France B.I.G. (Blacks in Government), Washington, D.C. AWAKE in Mysore, India Girls Chiefs in Canberra, Australia and Worldwide Organization for Leadership and Diversity (GOLD) in Tokyo, Japan. In recognition of her many enterprise and specialist achievements, Ms. Johnson has obtained quite a few awards, which includes the "Corporate Supporter of Females Entrepreneurs Award" in Beijing, China "The Profiles of Prominence Award" from the Nationwide Females of Achievement, Inc. and the Center for Women's Organization Analysis "Top By Example Award." She also was named 1 of "The Leading 25 Influential Black Women" by The Network Journal magazine and was inducted into the YWCA of New York City's prestigious "Academy of Females Leaders." She has been featured in Operating Mother magazine, ESSENCE magazine, Minority Company News, The Monetary Occasions, The Atlanta Tribune, International Executive Women, Enterprising Girls magazine, and Uptown Expert magazine.

How has your daily life knowledge made you the leader you are right now?

A quite substantial bar was set by my family members values, academically educators pushed me and supported my ambition, my 34+ years of corporate orientation enabled me to operate with some of the smartest men and women on the planet. I am a leader that models some of the very best leaders in academics, enterprise and the non profit worlds.

How has your previous employment experience aided your position at IWF?

As a advertising and revenue executive who spent time finding out buyer sets, international business operations, and strategic marketing arranging in my early executive job and possessing leadership seasoned in a merger and acquisition, I was lucky to garner a breath of capabilities that gave me self-assurance to face challenge and change.

What have the highlights and challenges been during your tenure at IWF?

The challenge first-- I followed a CEO with outstanding expertise in increasing this organization globally. Assessing how to make a excellent worldwide organization greater is an awesome challenge. The membership has quite higher expectations and deserves the exact same growth final results and good quality programs that my predecessor delivered. The highlight has been truly functioning with the board of directors and meeting some of the preeminent ladies member leaders who make up the illustrative roster.

### Marketing on a tight budget

As we find ourselves in the most difficult market conditions our industry has ever faced, it is now more important than ever to market yourself effectively

**B**usiness is increasingly difficult to find, and you can no longer rely on people to come to you. The competition in the industry has never been greater. You are taking almost every application and clients seem to not want to do a check-in. This is not good for business. We are doing more often than not to go with the "Big Four", so why do they do this? Brokers are critical for our industry, offering choice, competition and customer service that the "Big Four" do not offer.

Try contacting a bank regarding your mortgage needs and you will see with a broker every time!

So, how do you get yourself noticed?

Marketing is the key. How do you market yourself when you have a marketing budget?

#### Network

The first thing to do is to call every one of your existing clients. Yes, every one. It is far easier to sell to an existing customer than it is to sell to a new customer (I say this personally do not inquire your services at this time, as you will not be able to find out who knows who would also benefit from the services I provide!) This is the cheapest, and by far the best, form of marketing you can do.

#### Local groups

Call into your local RSL, tennis or cricket

club and ask if you can place a note on their community notice board. Your first needs to be very simple and one thing, promoting offering excellent service. Something along the lines of "Craig Pickering, your friendly Homeowner Check" or "FREE

Homeowner Check" or "Why do brokers

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#### Networking

Most people either do not know what networking is or feel it is not for them.

Networking is simply getting yourself, and what you do, known to as many people as possible. It is a great way to find other people dedicated to assisting you to network (such as LinkedIn) which you can join and invite people to join. You can also join groups that already is a group of people in your local area or in your industry. This is a great way to do networking. There is one such group in Adelaide and I am sure there are numerous ones in your industry. Just do a quick search for them.

Other networking opportunities include attending local networking groups that interest you. This can be a sporting group, a professional group, a local government (political, environmental, local government).

Once they get to know you they may often use you as a resource for their business.

Every time you meet someone, they always ask what you do. Have a 30 second pitch

rehearsed and ready and finish by giving them

your business card. "I

see people thousands

of times a day, finding the best products

for them" is one way to

start a conversation.

Always have business cards on you, no

matter where you go! Every person you meet is a new networking opportunity.

#### Summary

All of these marketing ideas take time;

At this time, but they are also very inexpensive.

All you need is time, a computer, a printer, some flyers and you are a one-person

marketing company.

Not everyone can afford advertisements in

the local newspaper every week, and these

advertisements are often placed

half a dozen advertisements in a month.

The secret is to be your own business

owner and your own marketing advisor.

It is very difficult to take a step back and work

as an employee in your business, but you need to

spend one hour per week thinking about your business.

Sometimes, several hours spent with

someone who specialises in marketing can be extremely well spent.

So get out there and tell as many people as

you can what you do. It is surprisingly

effective and extremely economical. \*

### Opinion

### Are mortgage managers obsolete?

With the decline in the fortunes of non-banks have come questions about the long-term future of mortgage managers. Consultant Craig Pickering remains optimistic



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With the extreme changes to our industry over the past few years, one of the questions we are asking is: "What will be the next big change?"

The number of mortgage managers nationally has increased over the last few years, with the channel to market (lenders, wholesale funders, banks and mortgage managers) suffering margin squeeze, there has been a significant increase in fees.

The major banks have cut commissions and now offer cheaper rates on their own products than those available from other providers. This has made their intentions very clear – minimise the amount of business that originates from brokers and therefore reduce the cost of the product to the end customer.

#### So, where to from here?

For funders, such as Challenger, have expanded their business models. Challenger now owns a significant proportion of the aggregate market, and the wholesale funders generally are looking for ways to reduce their costs – let's not mention GE Money!

In the long term, there will be less mortgage managers rather than brokers because it is far less expensive to manage two hundred mortgage managers than it is to manage two wholesale funders.

But margins are tighter now, so will this change?

#### Economic reality

I have no doubt that the current wholesale funders (like Challenger) would prefer to continue to utilise mortgage managers rather than brokers.

The market channel currently involves the wholesale funders obtaining funds and adding their margin, which they then pass on to the brokers, who then add to their margin, and finally the brokers earn a margin (commission), which they either set themselves or have

set themselves, financial planners, incentive schemes and so on and you have many fingers in a rather small pie.

So far, the remaining mortgage managers have survived, but the margins are very tight and are reducing.

Brokers have also had their margins cut and wholesale funders are making a lot less money than they were 12 months ago.

The result is that everyone is making less money (except perhaps the financial planners who have to leave or change their business model). Australian Central Credit Union becoming a broker is one example, and CBA purchasing one-third of Aussie another.

#### Where to now for mortgage managers?

As the wholesale funders have broken as well as mortgage managers and have simply gone back to being a broker.

The wholesale hybrid business from the equation provides a growth opportunity for those businesses that specialise in only mortgage management. This will, in time, become the new face of the industry.

In these market conditions, quality always rises to the top. With less money being earned by the mortgage managers, there is a need to improve the sales, efficient processes, excellent service and solid business relationships that will flourish.

The current earnings will grow because their market share will increase at a greater rate than their margins have decreased.

And as the mortgage managers will succeed, \*

Craig Pickering has over 10 years' experience in senior management. Craig is now a partner at 3C's Consulting and can be contacted by e-mail at [3c@internet.com.au](mailto:3c@internet.com.au) or on 0438 030 908

What do you consider is the recent status of females in company?

The energy of women in company is currently being measured much more and much more by academics, boards of directors and those that decide worth in human sources. Ladies are the engine of inclusion and continue to prove the advantage of diversity.

How do you sustain a function/life stability?

I operate everyday intentionally -- performing my work nicely. As for balance --FaceTime with grandchildren who live 2400 miles away aids tremendously. Also, I have acknowledged when my physical limit of energy is expended, I view tension elements everyday, and reward my own

accomplishment by mastering in domain compensatory consumption. I like to think of myself as a spa aficionado and retail therapy with excellent pals and performs.

What do you consider is the most significant issue for women in the workplace?

Females are as well frequently overlooked as a important talent pool for leadership. Merely place, we are also typically anticipated to "support" and we ourselves with the aid of wise men need to change that narrow paradigm in the enterprise planet.

How has mentorship produced a difference in your professional and individual lifestyle?

I develop as I aid other folks throughout their climb. I enjoy it when my mentees increase beyond my job achievement. I am proud of the function I do in this space.

Which other female leaders do you admire and why?

Dr Dorothy Height (50 years of Civil Rights and Human Rights Activism)

Deedee Coradini (very first female mayor of Salt Lake City and IWF former president)

Shelia Johnson (initial man or woman to have ownership in 3 significant sports activities teams and brilliant entrepreneur)

What do you want IWF to achieve in the up coming year?

Three huge factors: a Recognized leadership improvement status globally.

Continued strategic international expansion of our forums, and a voice Hobbies of impact at the United Nations (on Women's Troubles globally.)

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