

ZSA ZSA JOHNSON

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BOARD PROFILE

Rockford Native, Community-focused leader with 10+ years at The Home Depot (August 2015–Present) and extensive experience spanning workforce development, housing stability, vendor oversight, P&L; management, and grassroots advocacy. Brings a strong private-sector lens with deep local engagement, committed to economic stability, accountability, and inclusive decision-making in Winnebago and Boone Counties. **Bachelor of Arts in Organizational Communications, Minor in Public Administration, Northern Illinois University, 2013**

BOARD-RELEVANT EXPERTISE

- Anti-Poverty Strategy & Economic Mobility • Program Oversight & Accountability • Budget & P&L; Management
- Workforce Development & Skilled Trades Pipelines • Community Engagement & Resident Advocacy
- Residential & Commercial Renovation Sales and Installation Oversight • Cross-Sector Collaboration

THE HOME DEPOT – LEADERSHIP PROGRESSION (AUG 2015–PRESENT)

Senior Recruiter – Diversity & Inclusion Staffing (Northern Division – 15 States)

August 2022 – Present

Lead full-cycle recruiting across 15 states. Serve as Community Engagement Captain connecting underrepresented communities to skilled trades careers. Align workforce investments with business and community needs.

District Sales Manager – Chicago & Rockford, IL

March 2021 – August 2022

Oversaw a \$60M residential and commercial renovation sales and installation operation, including kitchens, baths, flooring, windows, and exterior projects. Managed contractor installation networks, budgets, performance metrics, and compliance while scaling a stand-alone branch by 54% through community-based outreach.

District Services Manager – Louisville, KY

January 2020 – March 2021

Led inclusive recruitment and onboarding of local, small, and minority-owned service providers. Supported mom-and-pop installation businesses in scaling operations while ensuring compliance, quality standards, and sustainable growth.

Regional Marketing Manager – South Atlantic Region

September 2018 – January 2020

Managed 27 direct reports across six states overseeing product, brand, channel, and lead-generation marketing. Developed regional campaigns and launched a cost-effective strategy generating \$3M in incremental revenue.

Specialty & Services Manager – Charlotte, NC

August 2015 – September 2018

Owned P&L; responsibility for an \$85M single-unit operation. Drove profitability through margin management, markdown control, in-store marketing plans, customer satisfaction, and talent development.

COMMUNITY & CIVIC LEADERSHIP

Founder & Residential Landlord – Peoples Connect Group LLC | Rockford, IL | 2021 – Present

Provide housing stability while offering tenants life-skills education, workforce certifications, and resource navigation to support self-sufficiency.

Volunteer Grassroots Organizer – Citizen Action Illinois | Rockford, IL | 2023 – Present

Supported Rockford-based grassroots organizing efforts through community education, civic engagement, and advocacy related to housing access, economic justice, and public services.

Volunteer – Wabongo Leadership Council | Rockford, IL | 2023 – 2024

Supported RPS 205 students through college readiness initiatives, including college tours and application guidance.