



JOHN ATKINSON

Managing Director, Business Development and Growth
d: 804-955-4440, Ext. 111
c: 804-627-3555
jatkinson@fahrenheitadvisors.com

[VCARD](#) | [LINKEDIN](#)

John leads new business development at Fahrenheit Advisors. He's a sought-after growth leader with nearly three decades of experience leading and scaling companies of all sizes. He is passionate and obsessive about helping clients solve their most vexing challenges and achieve their loftiest goals.

After a decade in successful sales and general management roles, John co-founded several start-ups, led their growth, and positioned them for successful exits. He then moved into the professional services field, driving growth for a top 20 CPA and advisory firm for 11 years. Today, John leverages his business experience to serve our clients, our firm, and our community.

FUNCTION & SPECIALIZATION

- Account management
- Compensation strategy
- Cross selling
- CRM
- Customer experience
- Digital marketing
- Event design and execution
- Growth strategy
- Lead generation
- Sales training and coaching
- Sales recruiting

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- SW Funk Industrial Contractors
- Spinnaker Consulting
- Dixon Hughes Goodman, LLP
- Capture Discovery (Co-Founder)
- Encore Legal Services
- ProDocs (Co-Founder)
- Net2000 Communications
- IKON Document Services

EDUCATION, LICENSES & CERTIFICATIONS

- B.B.A. in Marketing, James Madison University
- Sales Training Certifications: SPIN Selling, Strategic Selling, IKON Sales Management Academy, TEAMS Training

PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Partnership for the Future, Director
- Hope Church Golf Classic, Director
- Association for Corporate Growth, 2023 Virginia Capital Conference Committee Chair