



CELEBRATING
55 YEARS

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Sandra Johnson Vice Pres. and Business Development Officer MetroHartford Alliance

September 05, 2008 - Connecticut

Name: Sandra Johnson

Title: Vice President & Business Development Officer

Company: MetroHartford Alliance

Location: 31 Pratt St., Hartford, CT 06103

Birthplace: White Plains, N.Y.

Family: Husband, Phil; 2 daughters, their husbands; grandsons, 3 and 6; twin granddaughters, 1 year

College: Lyndon State College

What your firm does now and its plans for the future: The Alliance is the city of Hartford's Chamber of Commerce and the Hartford Region's economic development leader, representing its 35 towns. Our focus is to compete aggressively for jobs, talent and capital formation. I lead the business recruitment, retention and expansion efforts for the region, working directly with business decision makers to facilitate direct access to state. We are currently analyzing another strong sector, like insurance and aerospace, that has the potential to grow and be recognized as a center of excellence.

Hobbies: Family time, dining with friends, travel, theater, music and the arts

Favorite book: "Trinity" by Leon Uris

Favorite movie: "A Few Good Men"

Person you admire most (outside of family): Nelson Mandela

Keys to success: My two tenets: "What's in it for them?" and "How does it make them feel?" At the end of the day, it needs to be a win-win; others may not remember what you did but they should have a positive memory of how you made them feel.

If you had to choose different profession, what would it be? Something to do with music

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