



Media Contacts: Full Tilt Consulting
Nancy Broe, 678.230.9146, nbroe@fulltiltconsulting.com
Lisa Tilt, 404.338.7047, lisa@fulltiltconsulting.com

Kris Johnson Promoted to Windsong Properties Executive Level as Chief Revenue Officer

(ATLANTA) January 12, 2020 – After 13 years as a Windsong Properties team member, Kris Johnson has moved from her previous title as the Director of Sales and Marketing to an executive level position, taking on the role of Chief Revenue Officer. In her new role, Johnson will utilize her experience working with the sales and marketing teams to inform strategic planning that keeps the homeowner voice in mind.

Internal growth within Windsong Properties remains an important aspect of the 55+ builder's mission as the over sixty adult population continues to grow and seek quality housing. As a team member since 2007, Johnson brings expertise and industry knowledge to the C-suite.

"Windsong is successful in what we do because we are people focused," says Johnson. "We're intentional in everything we do. I will bring my experience in sales to help represent the customer voice in looking at land acquisition, land development, product expansion and everything else we do that drives revenue to the company."

Johnson's direct experience working with the customer through the sales team allows her to bring insights to help the leadership team serve the company and the customer.

"I'm very proud to represent women in the home building industry," Johnson says. "I want to focus each day on what needs to be accomplished and work to the best of my ability to achieve those goals. I didn't get here by myself. I'm surrounded by very talented people and many great mentors in the industry led me to this position."

In the next five years, Johnson aims to grow in this position and improve the customer experience at every level of the company. As she moves away from the tactical aspect of team management into strategic planning, Johnson will continue to promote Windsong's people-centric mission by bringing market feedback into company growth conversations.

“I didn’t start my career looking to become a CRO; that was never an ambition of mine. It evolved organically through Windsong’s focus on internal growth and development, something I am grateful for,” she says. “I really look forward to growing the company with this great team of people.”

About Windsong Properties:

Since 2003, Windsong Properties has set the standard of excellence for active adult living in North Atlanta. Founders Mark Carruth and Steve Romeyn share more than four decades of building experience and personal insight on the needs and desires of the active adult home buyer. Operating every day on the idea that the transition from family home to empty nest should be an enjoyable and exciting experience, Windsong is improving quality of life for its homeowners.

Windsong’s commitment to exceptional service has earned nine Excellence in Customer Satisfaction Awards, Builder Partnerships Lee Evans Award for Management Excellence and the 2018 Builder of Choice Award, as well as multiple OBIE Awards for superior design and construction from the Greater Atlanta Homebuilders’ Association and NAHB Best of 55+ Housing Awards. Windsong owns and operates several communities in Cherokee, Cobb and Paulding counties. For more information, visit windsonglife.com or [Facebook.com/WindsongLife](https://www.facebook.com/WindsongLife) or call 770-516-3409.

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