



# Ron Johnson

Founder of [CyberOptik](#)

14+ Agency Acquisitions · Public Speaker

## Biography

Ron Johnson is the founder and Managing Director of CyberOptik, a WordPress-focused digital agency he started at age 14 and has grown to a team of 30+ serving over 800 active clients across the United States. Over the past two decades, Ron shifted from hands-on operator to strategic consolidator — completing 14+ agency acquisitions that now account for roughly half of CyberOptik's book of business. His approach centers on a triple-win philosophy: every acquisition must work for the buyer, the seller, and most importantly, the clients. Ron speaks from the operational frontline — not theory — on what it actually takes to find, structure, integrate, and scale through agency M&A.

## Speaking Topics

### 1. The Triple Win: How to Acquire a WordPress Agency the Right Way

Most acquisition advice focuses on the deal. Ron focuses on what happens after. This talk walks through his framework for ensuring every acquisition delivers a win for the buyer, the seller, and the clients — and why skipping any one of those three is how acquisitions fail.

**Best for:** Agency owners considering acquisitions, WordPress community events, entrepreneurship conferences.

## 2. Scaling Through M&A: Lessons from 14+ Agency Acquisitions

Ron shares the hard-won lessons from over a dozen acquisitions — what worked, what broke, and what he'd do differently. Covers finding targets, structuring earn-outs, integrating teams, and retaining clients through the transition.

**Best for:** Agency owner communities, digital business conferences, operator audiences.

## 3. Should You Buy or Build? Growing a WordPress Agency Both Ways

A practical framework for agency owners at a growth inflection point — when organic growth makes sense, when acquisition makes more sense, and how to think about both simultaneously. Based on Ron's experience scaling CyberOptik through both approaches.

**Best for:** WordPress meetups, agency owner groups, small business growth events.

## Assets

- [Hi-Res Headshot of Ron](#)
- [CyberOptik Logo Files](#)

## Past Engagements



**BARFLY**

**Atarim**

## Contact for Booking

To check availability or book Ron for your event, visit [ronjohnson.net/speaking](http://ronjohnson.net/speaking).