

LESLIE E. MASHBURN

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Expertise in:

Product Management/Marketing | Customer Interfacing | Business Development | Industry Trend Analysis | Data Analytics | Contract Negotiation | Revenue Forecasting | Sales and Account Management

Transferrable skills:

Drone Operation | GIS Systems | GPS Apps | Google Earth | Map Reading and Analysis | Land Surveys | Title Searches | Web Development | PowerPoint, Word and Excel | Video Editing | Property Management | QuickBooks

PROFESSIONAL EXPERIENCE

THE WORLD FEDERATION FOR CORAL REEF CONSERVATION, Sebring, FL

June 2015 - Present

Assistant to Executive Director

- Initiated development of new web presence implementing social media, marketing strategies and business development activities advancing the understanding, proper use and conservation of coral reefs and coastal environments.

COMPASSIONATE CULTIVATION, Manchaca, TX

April 2019 - Present

Customer Service Representative - Texas Original Dispensary

- Delivering critical medication for patients throughout the state of Texas as licensed by the 2015 and 1019 Texas Compassionate Use Act administrated by the Texas Department of Public Safety. Liaisoning with patients to report effectiveness of medication.

TRAVIS COUNTY TAX OFFICE, Austin, TX

August 2018 - April 2019

Customer Service Representative - Department of Motor Vehicles

- Performed customer window service for registrations and renewals.

DRILLINGINFO, INC., Austin, TX

January 2013 – June 2015

Senior Support Analyst - DI Analytics

September 2014 – June 2015

- Leveraged access to breadth and depth of DI's industry data to generate customized monthly reports for oil and gas executives. Commercialized new Tibco-Spotfire analytics products by articulating workflows and support documentation.

Product Manager - Products Group

January 2013 – September 2014

- Led group of 5 product managers in promoting products and data services to customers and support, marketing and sales teams. Supported Vice President and product team and with performance metrics.

COLORADO OUTDOOR CENTER, INC., Vail, CO

February 2005 – January 2013

Owner/Operator

- Operated seasonal adventure-tour business in highly competitive resort area managing over 50 employees with office staff of 7 employees. Operated transportation services for Starwood Hotels and Resorts.

LANDMARK GRAPHICS, Austin and Houston, TX **June 1991 – October 2004**

Senior Marketing Manager – Information Management & Infrastructure **May 2002 – October 2004**

- Developed pricing, packaging and positioning for data, information and knowledge offerings. Negotiated acquisition of new technology for Web enabled data archival system.

Marketing Development Manager – Exploration and Development **February 2000 – April 2002**

- Developed and delivered marketing strategy and collateral for exploration and development software product line.

Product Manager – Reservoir Performance Group **October 1995 -January 2000**

- Developed global marketing strategy for product group including positioning, industry trend analysis, competitive intelligence, price/volume sensitivity and revenue forecasting.

Product Marketing Specialist – Geology and Reservoir Engineering Group **May 1992 - September 1995**

- Developed and implemented global rollouts of applications and workflows while providing product mentoring and demonstrations to global clients and presentations at international conferences.

Account Executive – North America Sales **June 1991 - April 1992**

- Sold and delivered software solutions to clients including Union Pacific, Hunt Oil, Maxus, Phillips, Fina and others.

ZYCOR, INC., Austin, Texas **January 1989 – May 1991**

Sales Account Executive

- Delivered mapping software and hardware solutions for clients including major domestic companies such as Amoco, Texaco, Conoco, Marathon, Petrofina and foreign national companies such as Pemex and Trintopec.

GEOCHEMICAL SURVEYS, INC., Dallas, TX and Denver, CO **May 1986 - Dec 1988 and July 1977 - Aug 1980**

Chief Geologist **May 1986 - December 1988**

- Generated and sold petroleum exploration prospects in Kansas, Nebraska, Colorado, North Dakota, Texas, Michigan and Kentucky.

Land Manager **July 1977 - August 1980**

- Managed payments of land owner royalties. Performed court house title searches for oil/gas and mineral exploration programs. Negotiated leases from land owners for drilling prospects.

EDUCATION

- Master of Arts (MA), Geological Sciences, The University of Texas, Austin, TX (August 1980-May 1986)
- Bachelor of Science (BS), Business Administration, The University of North Carolina, Chapel Hill, NC (August 1973-May 1977)