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## Chief Marketing Officer, VP/Director of Sales & Marketing

*15+ years of success leading sales, branding, and marketing innovation for growing organizations*

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Effective leader with success coaching sizeable, diverse teams of thought leaders, sales and marketing departments, and graphic arts teams to generate memorable brands, marketing resources, and messaging that impact customers and target audiences. Adept in decisive resolutions, strategic vision, problem-solving, promoting collaboration, and guiding creative minds to transform cultures and build consensus with internal and external stakeholders. Expert product developer and M&A specialist, skilled in discovering opportunities for expansion and growth. Experienced in providing an engaged mentoring management style and fostering interactive relationships between marketing, sales, and technology.

### Core Competencies

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- Strategic Business Planning
- Sales & Marketing Management
- Predictive Marketing Analytics Technologies
- Market/Competitive Research
- Graphic Design & Content Development
- Brand Development & Awareness
- Recruitment & Sales Training
- Strategic IR/PR/Crisis Communications
- Client Relationship Management (CRM)
- Team Building

### Career Experience

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#### **MARKETING DIRECTOR** (03/2016 to 01/2020), TTS Energy Services, Houston, Texas and Orlando, Florida

International engineering and technology company specializing in servicing and upgrading gas turbines. Provided brand development for multiple divisions, trademarking multiple proprietary technologies, and using strategic planning to further develop technological innovations.

- Spearheaded business development and market analysis across upstream, midstream, and power gen markets.
- ♦ Tasked with M&A communications, strategy development, advertising, event planning, and developing content for websites, landing pages, improving SEO, and online marketing results.
- ♦ Developed a global marketing platform positioning the company as an engineering resource leader.
- ♦ Conceptualized, trademarked, and brought to market software and engineering services that competed with Original Equipment Manufacturers (OEMs).
- ♦ Directed and cultivated channel partner relationships with major corporations in the automation and industrial control industries, and creating a network of international partners.
- ♦ Developed playbooks for executing marketing programs in Experiential, Field, and Account-Based Marketing supported by advanced AI predictive intelligence technologies.

#### **MANAGING PRINCIPAL** (01/2015-03/2016), MCE, Houston, Texas

Business performance consulting and advisory practice. Improved business performance across multiple silos, including sales team performance/process, branding/marketing optimization, business strategy, technology, and digitalization, focusing on critical client issues and opportunities for growth.

- Introduced client to a new sales/marketing approach, creating predictable sales pipelines and a 20% increase in revenue growth.
- Provided advisory services, including market research and company performance evaluations to several banking entities regarding oil & gas companies after the 2015 oil field market crash.
- Developed several websites and company brands that currently maintain a strong web presence.

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**VP SALES & MARKETING (03/2012-06/2015), Diverse Energy Systems, Houston, Texas**

Startup energy services company with operations throughout North American shale plays. Provided recruiting, training sales, and marketing management for 24 direct reports.

- Significantly increased sales growth year-over-year by \$18M in 2012; to \$30M in 2013 with \$10M backlog; and to \$55M in 2014, including a \$40M backlog.
- Developed and implemented seven product lines involving 25 unique products over three years to launch a start-up company to compete directly with legacy corporations. Product portfolio included: Storage tanks, artificial lift systems, vapor recovery systems, NG power generation, gas processing/treating, measurement equipment, and pump systems.
- Discovered M&A opportunities that led to acquisitions and expansion.
- Created and launched a global sales and marketing platform that encompassed North and South America, the Middle East, and Asia.
- Developing training programs for sales techniques and presentation skills. Completed a comprehensive sales manual and introduced a new commission plan for 2015.

**MARKETING & SALES DIRECTOR (05/2009-08/2011), ITS Water Solutions, Houston, Texas**

Water treatment systems start-up manufacturer for upstream and downstream.

Charged with defining the market potential for new technologies, conducting business development, generating awareness, and leads through integrated marketing campaigns.

**VICE PRESIDENT (04/2000-07/2008), Easterly & Co., Houston, Texas**

Premier marketing/branding agency. Developed and grew online presence and assets, increasing business opportunities while providing consultations on client marketing campaigns, branding, and improving corporate culture.

- Managed yearly budgets exceeding \$1.2M, directing teams of 15 support staff, graphic designers, and production artists to supply research, strategic planning, and award-winning communication tools for major clients.
- Introduced a new brand following a major corporate merger, initiating marketing campaigns across 40 countries and six languages, improving deal flow and closure by 30%.
- Created and planned internal branding strategy and communication tools for Boeing, leading to the quickest adoption of Malcolm Baldrige National Quality Award performance program by a large corporation.
- Launched an internal communication program that improved Boeing Space Shuttle Program's Employee Satisfaction Index by 27% after the Columbia tragedy, increased employee performance, decreased turnover, and costs.
- Shaped strategic IR messaging that contributed to client surpassing S&P averages by 50%.
- Conducted research before and after implementing a sophisticated branding campaign. Increased brand awareness from 11% to 68% for Port Freeport, Texas.

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**Education**

Bachelor of Business Administration, Marketing - The University of Houston, Houston, Texas