

SCOTT LEE WITT

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INSIGHTFUL SENIOR BUSINESS LEADER

Accomplished, insightful senior strategic business leader with an extensive background in business development, strategic planning, large facility/plant operations management, supply chain, market analytics and project management.

Proven success in driving top tier returns and adept at fostering strategic partnerships. A proven strategic problem solver and creative opportunity finder with the agility, trusted brand power and business knowledge to generate market exceeding competitive advantages.

- Results Focused Strategic Leadership
- Sales Enablement
- Marketing
- C-suite
- Communications
- Analytical and Statistical Evaluation
- CRM
- Technical Writing & Communication
- P&L Leadership
- Customer Relations
- Supply Chain
- Project & Inventory Management
- Competitive Analysis
- Operations Management
- Product Leadership

EXPERIENCE

WITT PETROLEUM ADVISORS LLC

2020 - Present

VP of Business Development, Oklahoma City, OK

Pursue and qualify sales opportunities for client customers. Giving customers market insight for specific opportunities.

- I build strong relationships at all levels, especially with key customers and related stakeholders.
- Contract consultant working to lower completion costs for customers through disruptive technologies.

HALLIBURTON ENERGY SERVICES

2003 - 2020

Principal Business Development Manager, Oklahoma City, OK, 2015 - 2020

Leadership and development of sales strategies for drilling and well evaluation product line sales teams.

- Improved market share across all products lines as much as 46% while creating market and company leading margins.
- Concentrated on high margin/differentiation customer focused sales strategies, accounting for over \$600M in annual revenues.
- Guided a strategic team of 15 senior technical salespeople across four main market leading product lines and 11 sub-product lines in a highly competitive market.
- Collaborated with product line managers to guide marketing initiatives, product mix, pricing, continuous improvement and margin enhancement.
- Built customer relationships at mid-manager, senior manager and C-suite levels.
- Forecasting, account planning, in-depth sales strategy development and operational cost management focused on ROI.
- Recruited, hired, developed and retained senior technical sales staff.

District Operations Manager, Alvarado, TX, 2010 - 2015

Successful operational leader for all north Texas and Kansas operations.

- Directed operational delivery of eight product service lines with over 900 employees.
- Improved margins four out of five years and made consistent yearly HSE advances.

- Full P&L ownership with annual revenues of over \$500 million.
- Managed plant HSE, facility maintenance and permitting requirements.

Principal Market and Business Analyst, Oklahoma City, OK, 2003 - 2010

Led business and market analytics for central US; developing marketing/sales strategy and supporting sales focus in the Mid-Continent Area. Managed technical procedure specialist and proposal writing teams.

HASTINGS ENTERTAINMENT INC.**1992 - 2003****Director of Inventory Management, Amarillo, TX, 2001 - 2003**

Defined and controlled corporate data integrity. Analyzed inventory and selection focused on consistent sales and cost improvements for approximately 150 retail locations, distribution center and returns warehouse. Managed team responsible for all EDI transaction processing.

EDUCATION

MBA - Master of Business Administration, West Texas A&M University

BA - Bachelor's Degree in Journalism, University of Oklahoma

COMMUNITY LEADERSHIP

COURT APPOINTED SPECIAL ADVOCATES (CASA) OF OKLAHOMA COUNTY - BOARD OF DIRECTORS, 2008 - 2010, 2016

- Fundraising and Donations Committee - Developed and coordinated 17 year running annual fundraising event raising over \$2MM in charity donations.

CAREER DEVELOPMENT

Executive Training – Strategy and Leadership: Graduate of Texas A&M Mays Business School/Halliburton President's Leadership Excellence Program 2016.

- Five-year progressive business leadership development program in conjunction with the Texas A&M Mays School of Business - Center for Executive Development.
- One of 25 employees nominated to participate in Halliburton's 2016 Presidents Leadership Excellence Program, a yearly global strategic initiative to solve a specific fundamental company issue sponsored by the CEO and presented to the executive committee.
- Year-long project completed while still maintaining current job responsibilities. Finished in top five for 2016 class.