

PRADEEP ANAND

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SUMMARY: 30+ years of successful development and execution of business/marketing strategies to swiftly grow product and services firms in the global oil and gas, technology, and engineering/manufacturing industries.

EXPERIENCE

PRESIDENT, SEETA RESOURCES, LLC, 1994 TO 2000; 2002 TO 2007; 2008 to PRESENT

Assist CEOs and Senior Executives of industrial firms to grow their business profitably, by being a part-time/interim Chief Marketing Officer, who can lead an internal team through strategic marketing and execution efforts, to deliver swift, profitable revenue growth.

Major Accomplishments:

- Created and executed Pricing Excellence programs that yielded exceptional revenues and profits in North America and Europe, during the Great Recession
- Redirected Oilfield Service firm for sales growth from \$300 Million to \$1 Billion in 5 years
- Redirected manufacturing firm for 2X revenue and 5X margin growth in 3 years
- 4X to 5X increase in market value at a manufacturing firm in 4 years
- Price increase of 40% at commodity manufacturing firm without losing market share
- Rapid growth from 0% share to 55% share for a latecomer Canadian oilfield technology firm
- Rapid turnaround of a mature, eighty year old industrial products company within six months
- Product/pricing rationalization at an OFS firm that increased margins by 20% in 1 year
- Swift execution of a major, multi-million dollar offshore outsourcing initiative for a publicly-traded software firm

CLIENTS: Oil & Gas—Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Express Integrated Technologies, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Photon, PGS-Tigress, Praxis, Preng & Associates, Sperry Sun, Object Reservoir (US Venture Partners), Volumetrix

Engineering/Manufacturing—Aggreko, AirXChangers, Astralloy, CompX, Continental Carbon, Excell Minerals, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Corporation, Harsco Infrastructure, Harsco Metals & Minerals, Harsco Track Technologies, Hendrickson Trailer, Hünnebeck GmbH, IKG Industries, MultiServ, National Cabinet Lock, Nutter Engineering, OnePoint, Patent Construction Systems, Patterson-Kelley, Reed Minerals, SGB, Waterloo Furniture Components

Technology—AMD, Sun Microsystems, Avalon Imaging, Scicom, Silicus, Laversab, Facet, ZResearch

Other—Fort Bend Independent School District, Kanaly Trust, American Sleep

Keynote speaker at conferences. Published papers and articles in industry journals and magazines. Excellent rapport with global media.

Serve on the Board of Advisors of the Houston Technology Center, University of Houston's College of Technology, and India Studies Program. Received IIT Bombay's Distinguished Service Award, 2001. Recently published a novel, *An Indian in Cowboy Country*, a bestseller in India.

VICE PRESIDENT, PRENG & ASSOCIATES, 2007 TO 2008

Preng & Associates is an accomplished, 28 year-old retained executive search firm specializing in meeting management leadership requirements of the global energy and natural resources industries. It has offices in Houston, London and Moscow. In February 2008, Business Week recognized the founder of the firm, David Preng, as one of the fifty most influential "headhunters" in the world.

Managed global executive searches within the upstream oil & gas and oilfield services sectors of the energy industry. In a short span, generated multi-million dollar contracts by acquiring four new clients for the firm, for searches across North America, Europe and Asia.

CO-FOUNDER, PRESIDENT, POINTCROSS, INC., 2000 TO 2002

30 people technology start-up, focused on improving project management process efficiencies in the Oil & Gas Industry, with operations in Houston, California and Bangalore, India. Responsible for P/L, securing customers, delivery of solutions, and fund raising.

Major Accomplishments:

- Grew revenues from \$0 to \$1 Million per year run-rate in 1 year by selling and securing revenue customers such as Royal Dutch/Shell, BP, Total, Marathon, Halliburton, and Continental Carbon
- Secured funding in excess of \$2 Million during market downturn

VICE PRESIDENT, MARKETING, LANDMARK GRAPHICS CORPORATION, 1990 TO 1992

Promoted from Marketing Manager to VP position, when superior was promoted to President of the firm. Landmark was a pioneer in Computer-aided Exploration and Production software business, with a focus on 3D Seismic interpretation. The firm grew from about \$15 Million to more than \$100 Million during my tenure at the firm. Currently, it is a subsidiary of Halliburton with revenues estimated to be more than \$800 Million.

Responsibilities: Product management; pricing management; negotiations with customers and major technology vendors; special programs and projects to enhance revenue and margins; market forecasting; market research; transitioning products and services to acquired companies. Managed a staff of 12 people.

Major Accomplishments:

- Contributed about \$10 million incremental software revenues by developing and implementing an obsolete hardware upgrade program
- Generated more than \$1 million software sales in a few months by re-negotiating and revitalizing business partner relationships that were languishing
- Increased revenues by at least 10% and profitability by 20%, by redefining and implementing software pricing and packaging from customer value perspective
- Created a \$2 million a year software sales opportunity with a major competitor's largest captive customer by successfully initiating and negotiating a product development partnership
- Increased software revenues 300-400% in seasonally slow quarters by developing and implementing promotional programs that did not compromise the firm's price structure
- Developed a market model for forecasting industry revenues by geographic and market segments, used for planning, and in communications to Wall Street analysts

MANAGER, DOMESTIC SALES & OPERATIONS, BAKER CAC/ BAKER SERVICE TOOLS, BAKER HUGHES, INC. - 1987 TO 1990

Reported to the Vice President, Production Automation. Prior position: Marketing Manager, Baker Service Tools. Responsible for sales and service; staff consisted of over 25 people in 6 locations in North America.

Major Accomplishments:

- Increased revenue and market share in a declining market, while reducing dependence on two major customers who accounted for about 60 % of business by enlarging the customer base
- Grew two regional offices from start-up to a \$1 million business, each, in less than a year
- Introduced the Baker Hughes Workover Rig Count- it is now an accepted industry indicator for the oil & gas production industry

***MANAGER, BUSINESS DEVELOPMENT, LWD/MWD, SPERRY-SUN DRILLING SERVICES,
NL INDUSTRIES - 1983 TO 1986***

Prior positions: Marketing Manager, Senior Business Analyst.

First Marketing and Business Development for Logging/Measurement-while-Drilling (LWD/MWD) product line at Sperry-Sun – currently a division of Halliburton with revenues of more than \$ 2 Billion.

Responsible for marketing, and product management of MWD and computerized Mud-Logging products and services, from conceptual inception to product launch. Other responsibilities included pricing, demand creation, and sales support. Also responsible for developing market forecasting tools for use in planning, capital requisitions, and for Wall Street analysts.

Major Accomplishments:

- Made significant contributions to the MWD product line's growth from \$0 to \$18 Million in 2 years.
- Developed and implemented industry-leading pricing strategy for MWD services.
- Terrific rapport with Wall Street analysts who needed a reliable source for industry dynamics.

SENIOR BUSINESS ANALYST, GEOSOURCE, INC. - 1981 TO 1982

Geosource was an \$ 800 Million, Seismic Data Acquisition Products and Services Company. It was acquired by Gearhart Industries. Provided analytical support in the development of new businesses and acquisitions.

Major Accomplishments:

- Forecasted drop in E&P industry activity in 1981, when the industry was its peak
- Geosource postponed some potentially damaging acquisitions based on this pessimistic scenario

EDUCATION

MBA, University of Houston, Houston, Texas

BS, Metallurgical Engineering, Indian Institute of Technology (IIT), Bombay, India.