

# **Mindy Manning**

## **BUSINESS DEVELOPMENT & MARKETING MANAGER**

Houston, TX - Email me on Indeed: [indeed.com/r/Mindy-Manning/be38fcb4db31c08e](https://indeed.com/r/Mindy-Manning/be38fcb4db31c08e)

Seeking a sales, business development or marketing position

Authorized to work in the US for any employer

### **WORK EXPERIENCE**

#### **MARKETING & BUSINESS DEVELOPMENT MANAGER**

CGG Services, Inc. - GeoConsulting Division - Houston, TX -

August 2015 to January 2017

Designed and implemented business development programs, special events, marketing communications and social media initiatives to boost awareness and drive new business for the consulting services in North America & South America. Generated new opportunities for reservoir characterization, geological and geophysical multi-client products, petrophysical, geospatial, and reservoir services. Launched social media program delivering over 300 percent increase in followers for our LinkedIn Showcase page in six months and resulted in new leads. Developed technical speakers program, successfully booking 15 technical presentations for our consulting experts with geoscience societies throughout the US. Developed core analysis workshops and technology days to create awareness of and new business for our specialized geological and geochemistry services. Developed new sales proposal templates with technical descriptions and methodologies to expedite and simplify the reservoir characterization proposal process and turnaround time.

#### **BUSINESS DEVELOPMENT MANAGER, AMERICAS**

CGG Services, Inc. - NPA Satellite Mapping Division -

September 2014 to August 2015

Sold and marketed remote sensing services (\$500K plus) for a global supplier of high-definition satellite imagery, multi-client database products for exploration, bespoke mapping, interpretation, and reconnaissance services to the Oil & Gas, and Civil Engineering markets. Delivered technical presentations to clients, prospects, NOC delegations, and audiences at geoscience conferences.

#### **MARKETING DIRECTOR**

MicroSeismic, Inc -

October 2008 to March 2014

Built the marketing and branding from the ground up as a start-up company. Helped grow business to \$80 Million in annual revenue and 350 employees in five years. Achieved over 300% revenue growth year to year. Developed branding and marketing strategy, product marketing, trade shows (25+ per year), user-group meetings and recruiting events. Managed PR/media relations, advertising, technical marketing communications, lead generation, and website. Supported a global sales team.

#### **BUSINESS DEVELOPMENT DIRECTOR- Houston Information Team**

Systems Integrator and IT Services -

April 2007 to October 2008

Generated new business and accounts in additional market segments for IT systems and services company focusing on high-performance computing installations in Energy, Medical, and Higher Ed.

### **SALES REPRESENTATIVE**

AFLAC - Houston, TX -

May 2006 to March 2007

Fortune 500, Insurance Company. Licensed Agent. Sold life and health insurance products.

### **GROUP MARKETING MANAGER - GX**

Technology Corp - Houston, TX -

September 2002 to December 2005

Provider of seismic data and seismic imaging solutions. Developed strategic marketing plans, business development initiatives, ad campaigns, media relations, branding, corporate identity, marketing communications plans, product launches, and technical sales collaterals. Planned and executed global trade shows, events, and technical forums. Supported a global sales team.

### **SALES & BUSINESS DEVELOPMENT CONSULTANT**

Houston, TX -

December 2000 to September 2002

Provided business development, sales, lead generation, prospecting, cold calling, proposal development and presentation, negotiations, account management and marketing services for small businesses. Acquired several new large accounts and generated more than \$400K in new business revenue for my client (exhibit marketing company) within the first six months.

### **DIRECTOR OF MARKETING**

Artios, Inc - Houston, TX -

October 1999 to November 2000

Start-up that provided e-commerce data services in the electricity industry. Defined key messaging and positioning. Responsible for: sales support, lead generation programs, branding, strategic marketing, partner marketing, PR/media/analyst relations, trade shows, special events, and the website. Managed branding and corporate identity initiatives including the renaming of the company and the service offerings. Developed advertising and direct marketing campaigns (national, top-tier media including the Wall Street Journal), customer case studies and sales collateral. Hired and managed agencies and vendors.

### **MANAGER, MARKETING OPERATIONS**

Energy Industry Marketing - Houston, TX -

August 1994 to October 1999

Manufacturer of high-performance servers and storage systems. Managed energy marketing team responsible for demand generation, global sales support, support of SGI's energy software partners, developers and resellers. Developed and executed marketing & business development programs, co-marketing programs with software partners, sales training, and executive-level (C-level) customer events, global trade shows & special events, and developed technical communications. Facilitated global sales account planning. Hired and managed vendors, creative agencies, and managed \$1M+ marketing budget.

### **EVENT MARKETING & EDITOR**

Landmark Graphics Corp - Houston, TX -

October 1989 to August 1994

Software and consulting services for the energy industry. Managed global trade-show, special event and sales training programs, marketing communications, employee communications, investor relations, lead generation and global sales support.

### **PUBLIC INFORMATION WRITER**

Alvin Community College - Alvin, TX -

September 1988 to September 1989

Managed marketing, PR/media relations, special events, and design and production of college course catalogs.

### **EDUCATION**

#### **B.A. in Communication**

STEPHEN F. AUSTIN STATE UNIVERSITY - Nacogdoches, TX

May 1988

### **SKILLS**

MARKETING (10+ years), SALES (8 years), BUSINESS DEVELOPMENT (5 years), E&P Data and Technology (10+ years), Trade Shows (10+ years), Event Management (10+ years), Presentation Skills (10+ years), Customer Service (10+ years), Event Management (10+ years), Event Planning (10+ years), Content Marketing (10+ years), Technical Marketing (10+ years), Account Management (8 years), Written Communication (10+ years), Marketing Strategy (10+ years)

### **AWARDS**

#### **Employee of the Year - Silicon Graphics Computer Systems Energy Marketing Division**

1998

#### **Special Recognition Award For Outstanding Contributions - SGI, Inc.**

1999

Special Recognition Award For Outstanding Contributions at the High Performance Computing & Visualization Summit, Silicon Graphics Computer Systems (SGI, Inc.)

**Employee Spirit Award Nominee - SGI, Inc.**

1995

**Best Exhibition Stand - Australian Society of Exploration Geophysicists**

1994

**Silver Excalibur Award, Public Relations Society of America**

1992

**Employee of the Quarter - Landmark Graphics Inc.**

1991

**Black Belt - First Degree, American Society of Karate**

1992

**Special Recognition for 15 Years of Service as a Volunteer with the Houston Livestock Show & Rodeo, Commercial Exhibits Committee**

2015

**Top Fundraiser for Team Faith in the 2017 AVON 39 Walk to End Breast Cancer**

2017

Raised more than \$4,300 in donations and walked 39 miles in 2 days in the AVON 39 Walk to End Breast Cancer - Houston. Top fundraiser for my team.

**CERTIFICATIONS/LICENSES**

**Pragmatic Marketing Certification - Level Three (PMC-III)**

August 2014 to Present

Pragmatic Marketing Certification - Level Three (PMC-III) August 2014

**GROUPS**

**Houston Livestock Show & Rodeo: Committeeman and Former Vice Chairman, Commercial Exhibits Committee. Member since 2001**

September 2001 to Present

## PUBLICATIONS

**"How Innovations in High-Performance Computing and Visualization Can Benefit Reservoir Characterization," Zollie L. Johnson and Melinda K. Manning, Offshore Technology Conference**

May 1997

"How Innovations in High-Performance Computing and Visualization Can Benefit Reservoir Characterization," Zollie L. Johnson and Melinda K. Manning, Offshore Technology Conference, Houston, Texas, May 1997.

## ADDITIONAL INFORMATION

Expertise: Business Development, Sales and Marketing professional in the high-tech and oil & gas industries: including remote sensing, reservoir consulting services, microseismic monitoring, seismic acquisition & processing, geoscience software & hardware