

EMAIL

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ADDRESS

800 Post Oak Blvd. #73
Houston, TX 77056

BUSINESS ANALYST & IMPLEMENTATION CONSULTANT

Enertia Software

Houston, Texas
May 2013 - Present

ACCOUNT MANAGER

WellEz

Houston, Texas
May 2010 - May 2013

MARKETING COORDINATOR

WellEz

Houston, Texas
December 2011 -
May 2013

UNIVERSITY OF TEXAS
McCombs School of
Business
Austin, Texas

TECHNICAL SKILLS

RICH KOOB

Upstream Software Professional with experience in software implementation, product management, and client relations. Seeking to leverage my interpersonal, technical, and organizational skills to contribute in the software industry. I'm a hard-worker that is committed to achieving success for both my company and our clients.

EXPERIENCE

Responsible for implementation of full-scale ERP software at several large, publicly traded oil and gas companies. Involves leading project management, client training, and post go-live support during implementation projects. Assist with historical data conversion. Functional areas include: AP, JIB, and Revenue Accounting, Production, and DO/Land.

- Lead initial JAD meetings to review ERP functionality with key user groups
- Manage historic data conversion (SAP PRA, P2/Excalibur, and OGSYS) and write SQL scripts to convert and validate data from legacy ERP software
- Design software prototypes for gaps and enhancement requested by clients, including the AFE Budget module, and Royalty Bearer Group enhancements
- Instruct hands-on software training classes with end users in various functional areas, up to 14 classroom participants per training class
- Design and create SQL Server Reporting Services Reports and Business Intelligence dashboards (Microsoft Power View/Power Pivot)
- Test software enhancements and bug fixes before distributing to the client
- Provide application support to an additional 150+ upstream oil & gas clients
- Track outstanding issues and monitor for timely resolution (including initial communication and follow-up with end users)
- Winner of Enertia Five-Star Client Service Award, 2016

Responsible for maintaining relationships with oil & gas client companies by providing product support, software customization consultations, and on-site and web-based training. Duties included creating custom operations reports for all upstream activity (drilling, completion, facilities) for each client.

- Worked with overseas development team to successfully complete major core enhancement projects, including redesigning the User Interface
- Consistently met budget goals and exceeded client revenue forecasts each year
- Increased customer retention rate to 94% (while adding an avg. 20-30 per year)

Developed and implemented marketing efforts that successfully attracted ideal prospects and retained existing client-base through: graphic design and execution of digital and print advertising, website development, coordination of tradeshow, press releases, bi-monthly marketing emails and client newsletters.

- Produced upstream industry-trend reports based on rig counts/rig locations
- Wrote press releases that doubled previous headline impression/reads
- Increased web-traffic by over 380% from December 2011 to May 2013
- Improved website bounce rate by 10% with SEO (more consequential traffic)
- Developed and expanded database of prospective upstream oil & gas clients
- Increased client-base by 48% from 2010 to 2013

EDUCATION

Bachelor of Business Administration with a major in Consulting and Change Management, and a minor in Finance
University Honors
GPA: 3.5

Microsoft: SQL, SSRS, Access, Expression, Advanced Excel (Complex Formulas, Pivot Tables, Macros). Adobe: Photoshop, InDesign. Salesforce CRM Software.