

# Robert L. Hutchings

## Deal Maker – Sales and Marketing – Engineer & MBA

The world of sales and procurement has changed. Procurement staff and project managers search the web for emerging, qualified companies to include in a bid process (both an opportunity and a threat). I have closed a major deal (contract signed, license fees paid) with no one going to site until the kickoff meeting. 1/4 of my sales revenue come from contacts in the end user company, 1/4 from friends that tell me about an opportunity, 1/4 from cold contacts and 1/4 from Internet leads from web content that I created. I have proven and documented capability of winning in this new world.

### Filling Funnels, Closing Deals, Profitable Contracts

- Extensive industry contacts
- Expert at selling high value, multiple products and services, usually through consultative selling
- Creative, reasonable pricing model for profitable close and delivery
- Clearly articulate the deal in writing (proposals, licenses, contracts). Speak to the C-level even if you never get to meet them.
- In-depth working knowledge of business law, intellectual property laws and IP licensing.
- Robust negotiating and closing skills without caving in on price
- Compelling oral presentations, listen to prospects
- Build lasting relationships with the customer and monetizing the relationship.
- Accomplished at crafting and executing successful strategic business and marketing plans.
- Extensive experience in branding and creating multifaceted go-to-market strategies.
- Adept at developing frameworks to analyze market dynamics and industry trends

Executive – Business Operations, sales, business development and marketing with more than 20 years of experience as individual contributor in petroleum refining, oil & gas, petro-chemical, liquefied natural gas (LNG) and polymers industries. Highly skilled business professional; expert at identifying and assessing new business opportunities (domestic and international); strong closer with outstanding history of presenting bids that win out over higher-profile competitors; exceptional ability to form lasting relationships with customer executives; exceed plan as an individual contributor.

Bringing a diverse wealth of practical knowledge (10+ years foundation as a plant engineer) that is matched by a track record of execution and accomplishment. Building new business and revenue in start-up companies, turnarounds and new business units with market-leading, global, quarterly driven, public companies and with entrepreneurial, private companies.

Individual contributor, build and lead sales team (perhaps only me) to maximize revenue with a proven record of growing revenue and opening new markets for suppliers of technology to the oil & gas, energy, and petrochemical market segments.

## **PROFESSIONAL EXPERIENCE**

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### **SOTEICA VISUAL MESA, LLC, Houston, TX, April 2013–March 2015**

#### **Senior Director Marketing & Scheduling Subject Matter Expert, reported to CEO**

Soteica (44% Yokogawa ownership) is a leading provider of energy and emissions management-optimizer, production-yield accounting, supply chain scheduling and crude oil, gasoline and fuels multi-period blending optimization software solutions for the oil, gas, petrochemical and district energy industries.

#### **MARKETING**

After the Soteica - Visual MESA merger I re-branded the company's solutions and services, wrote the company strategic business plan, personally built the new website <http://svmesa.com> and a wide range of marketing material. Worked with Yokogawa Japan and other global offices in developing co-branded marketing material. Soteica's new website ranked in top 10 of Google organic searches for multitude of short and long tailed keyword searches that produced a steady flow of leads, most notable led to a strong relationship and contract with Reliance Industries Limited (RIL) in India.

#### **BUSINESS DEVELOPMENT**

Strategic planning with the Yokogawa Houston sales team in targeting strategic customers for greater energy management application sales. Mentored Soteica sales personnel. Developed leads for the sales team.

#### **SUBJECT MATTER EXPERT**

Subject matter expert for a new supply chain management solution (product requirements, product application, business processes, sales, marketing) with focus on medium-term scheduling of oil refinery, natural gas liquefaction, LNG regasification and petrochemical process operations. Deep knowledge of polyolefin supply chain management. Expert at developing proposals that win out over high profile competitors. Developed strategic pricing model for refinery scheduling and blending quotations. Worked closely with product development team and mentored sales team.

**M3 TECHNOLOGY**, Houston, TX, January 2008–August 2012

Provider of advanced enterprise and manufacturing software for the oil refining, petrochemical, natural gas-LNG and terminal operating industries.

**Director of Sales and Marketing, reported to CEO**

Prospected for new accounts and expanded business. Drove a comprehensive re-engineering of the sales process. Won top world accounts beating global, publicly traded companies.

*Major Achievements:*

- Closed 80% of sales in which the prospect requested a proposal.
- Expanded M3's client base from US Gulf Coast refineries to global energy companies including Saudi Aramco, Hindustan-Mittal Energy-India, Royal Dutch Shell (North American Trading) and Woodside LNG Energy – Western Australia.
- Opened new markets in the Middle East, Asia and South East Asia.
- Built channel partner network including companies such as Hyperion and Opteamates
- Formed and nurtured informal partnerships with international corporations such as IBM, Invensys and Yokogawa.

**Major Contracts (6 and 7 figure deals)**

| Client   | Region                  | Software Products                          | Description of Project/Work   |
|--|-------------------------|--|---|
| Super Major Oil Company, Global Trading Business Unit            | 7 global regions        | Blend Optimization                         | Blend Optimizer for Inventory management (forecasted and actual), blend optimization with LP and non-LP correlations, operation |
| Major Oil Company - Crude Supply and Fuels Trading Business Unit | Americas                | Blend Optimization                         | Global trading and terminal scheduling  |
| LNG Liquefaction - Export  | Australia               | Scheduling & Dock Manager                  | Offshore natural gas, liquefaction, Annual Delivery Program (ADP), sendout  |
| Greenfield Oil Refinery  | India                   | Scheduling, Blend Optimizer & Dock Manager | Scheduling, Dock Manager and Blend Optimizer for Inventory management (forecasted and actual), multiple blend optimization with |
| Oil Refinery   | Korea                   | Scheduling, Blend Optimizer & Dock Manager | Scheduling and Blend Optimizer for Inventory management (forecasted and actual), multiple blend optimization with LP and non-LP |
| Greenfield Oil Refinery  | Saudi Arabia            | Scheduling, Blend Optimizer & Dock Manager | Scheduling and Blend Optimizer for Inventory management (forecasted and actual), multiple blend optimization with LP and non-LP |
| Oil Refinery   | Saudi Arabia            | Scheduling & Blend Optimization            | Scheduling and Blend Optimizer for Inventory management (forecasted and actual), multiple blend optimization with LP and non-LP |
| Oil Refinery   | Singapore               | Scheduling, Blend Optimizer & Dock Manager | Scheduling and Blend Optimizer, and Dock Manager for Inventory management (forecasted and actual), multiple blend optimization  |
| Oil Refinery   | Texas Gulf Coast        | Scheduling System                          | Scheduling, inventory management (forecasted and actual), crude blending simulation, and scheduling of operations               |
| Oil Refinery - Asphalt   | US - 3 small refineries | Scheduling                                 | Scheduling for refinery   |

**LIGHTRIDGE RESOURCES LLC**, Houston, TX, 2005–2007

Developer of energy optimization software to improve energy efficiency in oil refineries as well as non-industrial facilities such as universities and medical complexes. (employed here while studying for my MBA)

**Senior Director of Business Development and Marketing, reported to CEO**

New business sales - prospected for new accounts. Developed marketing material and built a web site to re-brand the product. Wrote and delivered proposals and presentations. Managed and attended trade shows. Established a channel partnership in China to target PetroChina and Sinopec.

*Major Achievements:*

- Co-engineered and sold a software package to Sinopec's Luoyang refinery and was project lead in China.
- Designed and built a database system that allowed workers with little or no technical background to collect detailed plant information for the facility model.
- Developed project best-practices to enable our partner to execute future projects.
- Re-engineered sales and marketing process, branding, built new website

**BAYTEK PHILIPPINES**, The Philippines and Beijing, 2001–2005

Exclusive Distributor of American laboratory information management system software to the oil refining and petrochemical industry in Asia.

**President and CEO**

Founded the company in the Philippines. Exclusive Asian distributor for Baytek laboratory information management system (LIMS). Developed the business plan, marketing materials and web site. Made sales calls throughout the continent, visiting more than 20 refineries and petrochemical plants.

*Major Achievements:*

- Won a major project at Sinopec's Luoyang refinery.
- Worked with Chinese partner to implement the project.
- Built strategic alliances with 6 companies in Asia, including Taiji Computer Corporation in China.

**ASPEN TECHNOLOGY**, Houston, TX 1995–2001

The world's leading supplier of software that optimizes process manufacturing for the energy industry.

**Vice President of Business Development and Marketing for the Polymers Business Unit, reported to ExVP**

Developed and executed the unit's business plan. Worked with sales team and business technical units to negotiate and close deals. Assessed opportunities, developed proposals and established pricing for all projects. Supervised and developed program and proposal managers. Captured business from companies such as ATOFINA, Westlake Polymers, Union Carbide, LG Caltex and Reliance Industries.

*Major Achievements:*

- Grew the polymers business from \$5M to \$60M in roughly 2 years.
- Built an IBU website that led to the first sale of the Union Carbide (Dow) alliance software to refinery in Linden, New Jersey.
- Opened the Chinese market for Aspen, winning \$6M in annual business with Sinopec.
- Sold advanced polyethylene optimization and control software to the Sinopec Yangzi Petrochemical Company (competing against Honeywell) and Siam Polyolefin in Thailand (beating Pavilion Technologies).
- Developed the concept for an adaptive, non-linear, dynamic controller that became Aspen Apollo.

**CAREER NOTES**

Previous experience includes roles as **General Manager**, Treiber Controls, Inc.; **Advanced Control and Systems Consultant**, Honeywell, IAC.; **Consultant**, American Process Automation Co.; **Senior Technology Manager**, Litwin Engineers and Constructors (Raytheon); and **Manager of Projects**, ABB – Combustion Engineering Simcon, **Senior Process Control Engineer**, ARCO - Houston Refinery, **Process Engineer**, Crown Central Petroleum Corp., (Pasadena Refining), **Process Engineer**, Richardson Company (plastics manufacturing), **Scientific & Financial Systems Programmer**, Coastal States Gas. All based in Houston, Texas. Details available upon request.



## LINKEDIN RECOMMENDATIONS

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Recommendations can be viewed at:

<http://linkedin.svr7.com/robert-hutchings-skills-recommendations.php#recommendations>

svr7.com is a personal website to demonstrate converting an old style website to responsive web design.

## EDUCATION

**Master of Business Administration (MBA) 2007, 3.9/4.0 GPA**

University of Phoenix, Phoenix, Arizona

**Bachelor of Science, Major - Chemical Engineering**

University of Tennessee, Knoxville, Tennessee

## PROFESSIONAL PUBLICATIONS

“End-to-End Refinery Scheduling”, *DEW Journal*, October 2008

[http://www.svr7.com/articles/DEW\\_refinery\\_scheduling.pdf](http://www.svr7.com/articles/DEW_refinery_scheduling.pdf)

“Dealing with Crude Supply Problems Requires Quick, Accurate Scheduling Decisions”,  
*NPRA Technology Forum*, October 2008

<http://www.svr7.com/articles/NPRA-Agile-Crude-Supply-Scheduling.pdf>

“M3 SIMTO Scheduling”, *Hydrocarbon Processing Magazine*,  
*NPRA Q&A and Technology Forum Daily*, October 2008

“Real-time Value Chain Management and Optimization Panel” *Hart Fuel*, October 2008

Speakers: Robert Hutchings, Stan Devries, Pete Sharpe, Dean Trierwiler

“Reformulated Gasoline: The Challenge to Conventional Blending Technology”,  
*Hydrocarbon Processing*, March 1998

“Online, Closed Loop Control & Optimization of a FCCU Using a Self-Adapting Dynamic Model”,  
AIChE Spring Conference, Industrial Applications of Process Control Symposium March 1993

“Management Makes the Difference in Refining Process Automation”,  
1990 NPRA Annual Meeting, March 1990

## SKILLS & EXPERTISE

Consultative Selling ~ Closing Skills ~ Prospecting ~ Sales Planning ~ Revenue Forecasting ~ Selling to Customer Needs ~ Customer Satisfaction ~ Sales Pipeline Management ~ Territory Management ~ Market Knowledge ~ Public Speaking ~ Presentation Skills ~ Meeting Sales Goals ~ Professionalism ~ Strategic Planning ~ Brand Development ~ Public Relations ~ Market Analysis and Segmentation ~ Strategic Marketing ~ Market Expansion ~ Operational Planning ~ Supply Chain Management ~ Intellectual Property Licensing ~ Contract Development and Negotiation ~ Alliance and Channel Partnership Development

Project Management ~ Process Engineering ~ Process Control and Optimization ~ Dynamic Simulation ~ Manufacturing Execution Systems ~ Logistics & Distribution ~ Supply Chain Planning & Scheduling Systems

Extensive experience with Process Instrumentation, Laboratory Testing & Instruments, In-stream Process Analyzers, and Controllers and a variety of Data Acquisition Systems.

## PROCESS TECHNOLOGY

10+ years working as process engineer in oil & gas midstream, downstream and derivatives

Crude & Vacuum fractionation ~ Fluid Catalytic Cracking (FCC) ~ Reformers -CCR ~ Hydrocracking ~ Hydrotreating ~ Alkylation ~ Aromatics-BTX ~ Ethylene ~ Polyethylene & Polypropylene (gas phase ~ slurry ~ solution) ~ Natural Gas Gathering Systems ~ Liquefied Natural Gas (LNG)

## TECHNOLOGY CAPABILITIES

Intel-based PCs and Servers ~ Windows 8 ~ MS Office 2013 Professional, Project, Visio ~ Digital Marketing ~ Responsive Website Design ~ Search Engine Optimization (SEO) ~ Adobe (Photoshop ~ InDesign ~ Premier) ~ Fortran ~ HTML ~ DHTML ~ CSS ~ MySQL ~ PHP ~ JavaScript ~ AJAX ~ jQuery ~ Google Analytics API ~ Database Design and Construction ~ Customer Support Portal Design ~ System Integration