



C. Andrew Poon

Executive Marketing Positions

VP Strategic Marketing & Customer Adoption, Weatherford International (industrial and manufacturing, equipment and services)

Business Director, Spectraseis, (a new technology startup company)

VP Strategic Marketing, ION Geophysical Corp. (manufacturing, data acquisition and consulting)

President, IndigoPool (Schlumberger subsidiary providing acquisition & divestiture consulting services)

Managing Director, Merak (Schlumberger company providing data & consulting services)

Contact Information

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Specialties

- Commercialization: Managing the road map from product development and market introduction, to sales.
- Performance: Developing high performing teams - sales, marketing, operations, product development.
- Strategy: Transforming the executive vision and business goals into strategy, customer acceptance, key action plans and sales.
- People: Establishing key lag and lead indicators (KPIs) that measure results and progress on action plans that drive performance.
- Customers: Integrating CRM, marketing, sales and operations to build meaningful business relationships and networks.

Where Andrew Can Help Your Business

- Guiding your leadership, marketing and sales teams to develop focused, challenging and achievable action plans that produce measurable success toward accomplishing your business goals.
- Providing thought leadership in developing key metrics, specific to your business that not only measures performance versus objectives, but also performance on critical actions that drive results.
- Transforming product development into customer acceptance and optimizing sales pipeline opportunities.
- Integrating customer relationship management, account management, sales and operations functions to drive business development and increase top line revenue.
- Coaching management, technical, non-technical and cross functional contributors, to maintain focus on the business goals, while still managing day-to-day responsibilities, unplanned events and challenges.

Success Stories

- Commercialized technology that had been well known for medical diagnostics, into a new market application in the energy industry. This was a game changer for the company with market share rebounding from 32% to >54%.
- Built and led a new acquisitions and divestitures consulting division to better integrate their client's strategy with key performance indicators. The new consulting division doubled its client base and went from \$35MM in the red to \$15MM in the black, within 3 years.
- Advised companies during due diligence in acquisitions, divestitures and joint ventures, domestically and internationally, with deals ranging from a few million to hundreds of millions.
- Adapted and rebranded a start-up, service company for a new application in US oil and gas production from shale. This led to successful implementation of the exit strategy.
- Rebranded a new technology offering that had stalled sales. Built a diverse team including technical support, sales, and operations resulting in top line revenue doubling in 2 years.
- Created a new strategic marketing plan for a PE backed software company, strengthening and repositioning the company's consultant group with a more integrated software solution. The number and quality of leads generated increased significantly, re-energizing sales, operations and product development.
- Aligned several, major product lines on a new software platform which allowed complementary solutions, rather than competing applications; for example big data analytics for automation, real-time efficiency improvements and SaaS (software as a service).

Biography

Education

MBA, University of New Orleans

Master's in Physics &
Electronics, Cardiff University,
UK

BS in Physics, The University of
the West Indies, Mona

Chartered Engineer (C. Eng.)
- Institute of Engineering and
Technology (IET, UK)

Member Society of Petroleum
Engineers (SPE)

Member Institute of Electrical
and Electronic Engineers (IEEE)

Various industry courses
in reservoir engineering,
petrophysics, project
management and marketing
management

Andrew Poon has over 30 years experience growing service based businesses in industrial and manufacturing environments.

Andrew's career has spanned sales, product development, operations, marketing, consulting services and general management across multiple industries. In solving some of the toughest business challenges, he is known for his expertise in developing high performing teams across multiple disciplines and functional responsibilities, from startups to major industrial and manufacturing corporations. His career has included the successful introduction of new technologies in mature industries, the integration of multiple companies into a cohesive whole during a heavy acquisition phase, the entry into several new markets both domestic and international, and the identification and assessment of global acquisition opportunities.

Andrew is a chartered engineer and business professional, who started his career as a field engineer in Venezuela, with assignments in South America, North America, Europe and the Middle East. Prior to joining Chief Outsiders, he held several executive roles at Schlumberger, ION Geophysical, Spectraseis (a startup company), and Weatherford. At Chief Outsiders, Andrew's engagements include:

- Advising a startup company (family investors) on a go-to-market plan for new software to integrate the plan data with actual production data, improving performance and reducing cost.
- Revising the strategic growth plan for a PE (private equity) backed, software company that was in its 5th year of operation. The company was stable but not growing as planned.
- Strategic marketing consultant to a publicly traded, drilling services company (\$several Bn market cap). Andrew developed go-to-market strategy taking into account company strengths, customer perceived value, target markets and a more clearly defined competitive landscape.



Chief Outsiders
Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.