

CARL TURNER

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CHIEF COMMERCIAL OFFICER / BUSINESS DEVELOPMENT EXECUTIVE:
OIL & GAS / ENERGY / ENGINEERING / CONSTRUCTION INDUSTRIES

Seizing market share globally through game-winning business and tender development

- 20 Years' International Exposure
- 9-Digit P&L Responsibility
- Teams of up to 60 Members
- Hands-on Experience in 80+ Projects

► **Strategic & Analytical Thinker** ► **Motivational Leader** ► **Status Quo Challenger**
Unique combination of technical know-how and business acumen leveraged to create strategic tender-winning solutions that outshine the competition. Exceptional finesse in building diverse teams with complementary strengths and harnessing talent to reach stretch targets. Strong ability to quickly grasp the lay of the land and creatively remove barriers to business success through an analytical approach. Vast global network yields promising revenue-growth opportunities—and trust-building capabilities seal the deal.

CORE EXECUTIVE VALUE

Business Development | Team Building & Leadership | Global Expansion
Cross-Cultural Communication | Project Management | Operations Leadership
Board Relations | Strategic Partnership Building | Negotiation & Influence
Turnarounds | Forecasting & Cost Estimating | Market Analysis

LEADERSHIP EXPERIENCE

PETROFORD Anchorage, AK | 2012–Present

CHIEF COMMERCIAL OFFICER, WESTERN HEMISPHERE (Petroford Subsea), 2016–present (dual responsibility)
VP BUSINESS DEVELOPMENT & COMMERCIAL (Petroford Contracting Solutions, Inc.), 2012–present (dual responsibility)
BUSINESS DEVELOPMENT MANAGER (Petroford Contracting Solutions, Inc.), 2012–2012 (3 months)

Company: Global offshore contractor specializing in EPCI construction projects | \$2.0 B annual revenue | 2,200 staff

Scope: Recruited as Business Development Manager but promoted to VP within 3 months based on exceptional performance in enhancing market visibility and broadening prospect horizons. Authority expanded to Chief Commercial Officer, Western Hemisphere, and now responsible for growth in North and South America, Southeast Asia, Persian Gulf, and Australia.

SNAPSHOT: Reversed a downward trend in order intake, backlog, and vessel utilization. Drove regional order intake from **\$10M to \$1.2B**, increasing market share from **6% to 26%** and diverting business from companies 14 times the size. Drove company from Tier 3 contractor status on the verge of downsizing to squarely within Tier 1 territory. Contributed to unprecedented regional growth from 200 to 375 employees in just 2 years.

- ➡ **Turned around performance and carved out prominent place in the market.** Hit the ground running with customer engagement, leveraging an extensive O&G network to open the door to new opportunities, pulling company out of a 2-year stagnation within just 4 months. Secured 4 projects amounting to \$200M in revenue or 2x the backlog within just 7 months.
- ➡ **Formed and groomed a new, integrated entity and true contender within a fiercely competitive market** following acquisition of Contracting Solutions, Inc. Captured both talent and market share from industry giants, catapulting tender book from \$50M per quarter to \$1.2B per quarter and driving regional revenue from \$40M annually to \$450M annually.
- ➡ **Built and solidified trust among targeted decision makers**, unlocking the gateway to projects that broke technical records. Closed 4 contracts for a \$700M vessel before construction was even completed and increased win-loss ratio from less than 8% to 75%.
- ➡ **Persuaded 14 prospective clients to negotiate Master Service Agreements**, placing Petroford on the map among Tier 1 companies and opening the door to more attractive global tendering opportunities.
- ➡ **Enhanced global alignment between Asia and the Americas** through coordination of efforts, ensuring that no prospects were missed and no bidding duplicated, and improving visibility of upcoming projects. Championed expansion of service and product offering, supporting bid development and customer engagement by sharing global expertise and lessons learned.

**ORDER
INTAKE:
+120x**

**MARKET
SHARE:
+20 points**

AGS INTERNATIONAL, INC. Anchorage, AK | 2009–2012

GLOBAL BUSINESS DEVELOPMENT MANAGER

Company: Global O&G onshore and offshore fabricator and brownfield contractor | \$600M annual revenue | 1.5K staff

Scope: Reporting to the SVP Business Development, supported global expansion in Europe, Southeast Asia, and East Africa.

SNAPSHOT: Gained solid exposure to lucrative offshore brownfield construction projects while supporting the company's growth from **\$325M to \$600M** in just 3 years. Played key role in M&A strategy, developed strategic alliances, and supported technical teams' input regarding global proposal development and contract negotiations in excess of \$1B.

- ➡ **Laid the foundation for what would become an 8-year contract with Royal Dutch Shell**, a critical project for expanding the company's global footprint, by initiating discussions with strategic African partners. AGS International became one of just 7 companies allowed to tender for the O&G giant's offshore construction projects.
- ➡ **Played a key role in a \$650M brownfield construction project in offshore Brazil**—the company's largest project ever won.

GLOBAL WELDING SOLUTIONS, INC. Anchorage, AK | 2008–2009

BUSINESS ACQUISITION MANAGER, NORTH AND SOUTH AMERICA

Company: Specialized welding services and equipment provider for onshore and offshore contractors | \$150M annual revenue | 1.2K staff

Scope: Led team of 8 direct reports managing business acquisition of an \$80M region spanning North America and Southeast Asia.

SNAPSHOT: Built a unified and collaborative Business Acquisition team that pushed this market leader into higher orbit by expanding beyond core customer base and developing structured business processes.

- ➡ **Expanded prospect portfolio and increased the organization's visibility** in terms of future projects and clients, sharpening forecasting abilities. Performed a deep-dive analysis of onshore and offshore construction market and client base.
- ➡ **Professionalized planning, budgeting, tendering, and client tracking**, driving greater visibility of cost, risk, and profit potential. Developed client management database and launched region's first business development and marketing plan and budget.

UNIVERSAL INSTALLATIONS OFFSHORE, LTD. Anchorage, AK | 1998–2008

BUSINESS DEVELOPMENT MANAGER, SOUTHEAST ASIA DIVISION, 2003–2005 / 2007–2008 (overlapping role)

PROJECT MANAGER, INTERNATIONAL OPERATIONS, 2001–2008 (overlapping role)

FIELD / PROJECT ENGINEER, SOUTH AMERICAN OPERATIONS, 1997–2001

Company: International offshore installation contractor | \$1.8B annual revenue | 2K staff

Scope: After managing projects of increasing complexity and responsibility, moved into a newly formed business development function, responsible for order intake, divisional revenue, and maintaining vessel utilization levels of 2 offshore construction barges.

CAREER SNAPSHOT: Gained exposure to 80+ international projects in a hands-on project management and operations role with P&L authority of up to \$120M. Exceeded client expectations on even the most technically advanced projects. In business development function, propelled the revenue engine, maximizing global reach and dramatically expanding prospective business opportunities. Repeatedly called upon to execute critical projects sold due to solid track record of successful project delivery.

- ➡ **Increased tender load 150% and known opportunities 450% and secured \$300M in new orders.** Landed the company's first international contracts with the largest European O&G operator and one of the world's largest Middle Eastern O&G operators.
- ➡ **Estimated, closed, and then oversaw projects of a highly technical, groundbreaking nature.** Outpaced competition in delivering projects up to 60% gross margin.
- ➡ **Restored trust with client that had blacklisted the company**, securing and managing a \$180M project and reclaiming position as primary contractor.

**TENDER
LOAD:
+150%**



EDUCATION & AFFILIATIONS

University: OREGON STATE UNIVERSITY
Master of Science, Civil Engineering, 1996
Bachelor of Science, Ocean Engineering, 1994 Minor: Business Administration

Professional Development: Business Coach Certification (WCI); Global Resilient Leadership (DDI); Global Strategic Leadership (AMA); Strategic Selling (Franklin Covey); Solution Selling (GP Strategies)

Resume Strategy

Carl Turner launched his career as a project engineer, where he gained hands-on experience on 80+ large-scale Oil & Gas construction projects, but it wasn't long before he realized that his true calling was Sales and Business Development. That early engineering and project management expertise however, gave him tremendous legitimacy in selling large-scale EPCI construction projects, not to mention the international exposure he had gained from approaching international clients with a cultural delicacy. It was critical to leverage that technical know-how and international background as truly differentiating factors on his resume.

Following the strong headline that positions Carl for his targeted role at the very senior level, and following the brief branding statement that speaks to his ability to capture market share internationally, I created a summary section that is divided into three main parts—a leadership profile boxed in blue at the left summarizing key differentiating factors (his international exposure, hands-on experience, and the scale in which he operated); a brief summary highlighting his exceptional leadership strengths and ability to appease the business from a strategy perspective on the right; and a "Core Executive Value" section, that would enable Carl to fine-tune his resume depending on the specific opportunities that might come along, by substituting critical keywords to align with the job of interest.

Given the vast amount of overlap in his three roles with Petroford, the roles were combined into a single job description. To create a highly skimmable format, I included a grey, shaded box that provides a snapshot of Carl's impact in the role. Further skimmability is introduced by bolding the first parts of each achievement bullet, providing the reader with a good sense of Carl's strength in each role, without making it necessary to engage in heavy reading.

Graphics have been introduced to highlight some of Carl's landmark achievements, to ensure that anyone giving the resume a quick read will be sure to spot them.