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BACKGROUND SUMMARY:

Planned, managed, and implemented commercialization processes to transform technology into successful products. Proven success in growing technical businesses by developing and implementing integrated marketing strategy. Accomplished author in industry publications and seminar technical papers.

Brings broad skills to lead an organization:

- Unquestioned integrity
- Personal ownership of safety and environmental stewardship
- Building high-performance teams
- Instilling a culture of accountability
- Vast experience with PR, marketing communication, and marketing strategy
- New product commercialization

EXPERIENCE:

December 2015 to present

**Strategic Marketing and
Product Commercialization
Houston, Texas**

Position: Principal

Duties: Creating, implementing, and managing commercialization and integrated marketing efforts including web content, brochures, presentations, articles, seminars, and trade show messages.

Products: Strategic marketing plans, product commercialization, message development, press relations, copywriting, advertising, website creation, presentations, social media, events, voiceovers, editing and proofing.

Customers: Small and large companies.

Accomplishments: Managed Upstream Production Measurement Forum, Created websites for local companies, developed messaging for startup company.

January 2009 to December 2015

Weatherford International, Inc.

Houston, Texas

Position: Senior Marketing Manager

Duties: Responsible for creating and implementing commercialization and integrated marketing efforts to drive growth for the \$2 billion Production Systems Division. Built a team that created campaigns that included web content, brochures, presentations, articles, seminars, and trade show messages.

Products: Comprehensive artificial lift solutions including eight different artificial lift types, controllers, downhole sensors, and surface flowmeters. Software solutions including artificial lift analysis, enterprise-wide field modeling, engineering and design, downhole data analysis, and reservoir analysis. Production and reservoir monitoring including electronic, quartz, and optical sensors.

Markets: Both land-based and offshore production oil and gas fields operated around the world by major and independent petroleum producers.

Level of Contact: Marketing efforts are multi-targeted to the field foremen through vice president levels.

Customers: All production oil and gas companies.

Accomplishments: Commercialized multiple, new products and services resulting in successful market penetration. Created and implemented a new strategy that expanded the existing message to a multidimensional message. The strategy included unique internal and external seminars as well as conventional methods that resulted in significant product expansion into existing accounts.

2001 to 2009

eProduction Solutions, Inc.

Kingwood, Texas

Position: VP Marketing

Duties: Responsible for creating and implementing marketing efforts to generate awareness in the production oil and gas market for the company and solutions offered. Created web site, brochures, presentations, articles, and trade show messages.

Products: Hardware solutions including artificial lift controllers, gauges and sensors, and hydraulic and electro-hydraulic control systems. Software solutions including artificial lift analysis, field modeling, downhole data analysis, and reservoir analysis.

Markets: Both land-based and offshore production oil and gas fields operated around the world by major and independent petroleum producers.

Level of Contact: Marketing efforts were multi-targeted to the field foremen through vice president levels.

Customers: All major and many independent oil and gas companies.

Accomplishments: Managed the entire brand creation from startup to \$150M in revenue for the company in five years.

1998 to 2001

**Case Services, Inc.
Houston, Texas**

Position: Marketing Director

Duties: Expanding company's market share through advertising, trade shows, direct mail, collateral material, and technical documentation.

Products: Artificial lift analysis software.

Markets: North America with limited international effort including Brazil, China, and Indonesia.

Level of Contact: Marketing efforts were targeted to field foremen and production engineers.

Customers: Major and independent oil and gas producers.

Accomplishments: Established the company perception as the premier provider of artificial lift analysis software by reinventing the company brand and communicating the supporting message through trade shows, advertising, articles, technical papers, marketing collateral, and direct mail activities.

1996 to 1998

**Platinum Technology, Inc.
Houston, TX**

Position: Product Marketing Manager

Duties: Created and implemented marketing campaigns to promote product line to IT market and to sales staff inside the company.

Products: Ad-hoc query tools and report writers for relational databases.

Markets: World-wide market but most customers in the United States.

Level of Contact: IT managers to CIOs.

Customers: Fortune 1000 companies.

Accomplishments: Trained and assisted sales staff on products sales. Instituted incentive program for sales staff. Presented papers, created advertisements and brochures, promoted products to industry analysts, and developed whitepapers that advanced technical sales.

1992 to 1996

Software Interfaces, Inc.

Houston, TX

Position: Marketing/Sales Manager

Duties: Implemented marketing activities to promote database access tools to IT market.

Products: Ad-hoc query tools and report writers for relational databases.

Markets: North America and Europe with a major focus on pharmaceutical companies.

Level of Contact: IT managers to CIOs.

Customers: Fortune 1000 companies.

Accomplishments: Trained and assisted sales force on selling products. Created advertisements, planned and executed trade show activity, and created collateral material for distribution.

Supplemental

Education: BS Education from West Chester University, Pa. MBA from University of Houston.

Publications: Managed, ghostwrote, and authored numerous articles and technical papers for industry publications and conferences.

Special Honors: Received Energy Telecommunication and Electrical Association (ENTELEC) Silver Scribe Award for the Paper "Web Enabled Software for Energy Industry Data Management." Awarded Houston Volunteer of the Year for Special Olympics.