

# Richard Anderson

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## Professional Summary

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Highly Regarded Sales/Business Development & Key Account Manager - Wide-ranging technical expertise coupled with a strong consultative sales and technical background in the highly regulated oilfield chemical industry, always ensuring adherence to strict compliance. Perform targeted prospecting with personally developed tactics to uncover new business, identifying C-Level decision-makers, and expanding client pipelines managing large nationwide territories. Closes deals in highly competitive markets, consistently exceeding quotas, and driving multi-million dollar revenues through new customer acquisition, existing account penetration and cross-selling and upselling methods. Excels at cultivating strategic partnerships with prominent B2B clients guiding through the customer journey for successful adoption and ROI. Committed to building winning customer relationships, retention, and loyalty with top-tier accounts conveying value to exceed expectations, resulting in loyal and repeat business. Exemplary leadership skills to build, direct, and mentor teams fostering results through transparency, accountability, and engagement. Rallies and inspires internal/external cross-functional teams, seamlessly working through challenges to reach common goals with a high degree of integrity.

## Work Experience

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### **Territory Account Manager**

Orepac Building Product-Denver, CO  
January 2022 to 2025

- Engaged to contribute sales/account management expertise and expand skills in different industry during oil and gas downturn. Tasked with managing Colorado front range territory serving as a channel partner/reseller of Home Depot products to take business to new heights.
  - Collaborate with various divisions within Home Depot and travel with sales representatives to perform demos, warranty inspections, and pre-construction meetings for large housing/multifamily projects and communicate requirements to leadership and cross-functional teams.
  - Partner with 31 Outside Sales Representatives (OSRs). Provide guidance/direction to ensure alignment with product distribution objectives.
  - Uncover new revenue streams and ascertain opportunities to expand market footprint and drive sales objectives while continuously optimizing margin goals.
  - Utilize HubSpot CRM to consistently update and modify account communications with meticulous attention to detail.
  - Cultivate and maintain strong relationships with clients, contractors, and suppliers to develop opportunities and revenue streams.
  - Strategically coordinate service and maintenance repairs, ensure optimized customer service and satisfaction.
  - Remain current on product education. Participate in Authorized Dealer Network Training to recommend new product lines to customers.
- Achieve \$4.2M sales budgets and consistently exceed quotas.
- Key contributor to developing and expanding residential/commercial market segments partnering with homeowners, general contractors, sub-contractors, consultants, architects, and suppliers. Instrumental in growing program by 50%.

### **Rockies Territory Account Manager**

BASF Corporation Oilfield Chemicals

January 2019 to December 2021

- Tasked with managing a seven state territory. Cultivated and maintained strong relationships with oil and gas chemical intermediate clients to drive customer success, exceeded expectations and ROI maximizing loyalty and driving repeat/referral business.
- Led new customer acquisition by identifying and building strong pipeline of prospects and penetrated existing accounts. Ascertained pain points to showcase value and benefits of products and find solutions to add to their portfolio that would meet needs.
- Conducted technical presentations and provided recommendations of value-added product line of BASF's oilfield chemistries and function of production, stimulation, drilling fluid, polymers, surfactants, demulsifiers intermediates, biocides, paraffin C chain, corrosion inhibitors, and cementing additives to resolve oilfield complications of key multinational customers.
- Scrupulously monitored receivables with net 30 billing terms. Ensured compliance timely resolution for pricing/delivery discrepancies, and past due accounts.
- Developed monthly/yearly forecasting working with logistics on preorders, taking into account production schedules and ensuring alignment with budget requirements.
- Leveraged Salesforce CRM for documenting communications and seamlessly managing accounts to ensure alignment with goals.

Appointed primary point of contact and lead negotiator/generator for all service agreements and conveyed value to secure long-term contracts. Realized \$7M of sales budget under leadership.

Reclaimed and rebuilt lost relationships with 13 accounts developing robust, strategic plans to regain trust. Recaptured market share and achieved \$2M in annual sales revenue.

## **Sales Account Manager**

Well Master Corporation

January 2018 to December 2019

- Built funnel of new prospects to maintain consistent pipeline. Constantly sought opportunities to expand sales opportunities and drive revenue with new partners.
- Devised strategic growth plans for engaging preeminent oil and gas accounts resulting in higher margins. Consistently drove territory expansion and evolution by conveying business value of products/services to enhance profitability.
- Fostered strong relationships with oil and gas producers employing a consultative sales approach.
- Integral contributor during meetings providing insights on KPIs while ensuring alignment with client goals.

Achieved 103% of quota realizing \$3M in annual sales revenue.

Instrumental in reducing lease operational costs by conducting comprehensive field sample analysis to reduce scale, hydrates, paraffin, and solids control as well as select proper plunger application.

Spearheaded strategic implementation of three action plans per month and ensured timely execution of key sales projects to drive lucrative revenue.

Orchestrated 5% increase in fluid production and minimized downtime by six-months and achieved 10% lease cost savings by partnering with field staff and engineers to evaluate/resolve production issues.

## **Baroid Drilling Fluids I Representative Halliburton Training Candidate**

Halliburton Energy Services

January 2017 to December 2018

- Collaborated with engineers and field service personnel to build and wire explosive charges for downhole and WireLine operator plug and perforating. Managed rig equipment to ensure compliance in federally regulated industry.
- Attended Halliburton Drilling Fluids Applications School to acquire fundamentals of drilling fluids applications program incorporating colloidal and general chemistry, volume/hydraulics calculations, and routine specialized testing.
- Served as mentor to new service staff.

## **Account Manager**

Baker Hughes General Electric

January 2011 to December 2015

- Entrusted to manage ~800 wells for MIC corrosion control, and scale mitigation for vertical and horizontal wells.
- Developed solid relationships with oil and gas producers and served as trusted advisor for key accounts.
- Coached onsite team of five to ensure processes/procedures. Ensured the highest levels of safety and compliance.

Achieved \$480K in annual client savings and generated \$100K from new annual revenue stream by devising strategic H<sub>2</sub>S mitigation process to enhance chemical usage efficiency.

Skyrocketed oil production 32% by driving pilot paraffin control project. Employed strong industry expertise on utilizing best chemicals, lowering separator temperatures from 140 to 96 degrees which enhanced safety and elevated revenue.

Championed lucrative annual revenue boost from \$300K to \$1.8M in

### **Business Manager Assistant**

Acosta Sales & Marketing Company

December 2011 to December 2011

## Education

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### **Bachelor's Degree in Communication**

Colorado State University-Fort Collins, CO

## Skills

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- Technical Field Sales
- Customer Success/Retention
- Top-Tier/C-Suite Clients
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- Cross-Team Collaboration
- Team Leadership
- Contract Negotiation/Renewals
- B2B Sales/Lead Strategy
- Account/Portfolio Management
- Multi-State Territory/Regions
- Oilfield Additives/Chemicals
- Strategic Planning
- Product Development
- Business Process Management
- KPIs/Data Analysis/Metrics
- Revenue & Profit Growth
- Business Development
- Forecasting

- HubSpot
- Field Service
- CRM Software
- Budgeting
- Salesforce
- Outside Sales
- Digital Marketing
- Branding
- Account Management
- Upselling
- Process Improvement

## Certifications and Licenses

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### **Driver's License**

### **Safeland**