



## Jeremy Baines

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### HIGHLIGHTS

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- Creative thinker comfortable in leading and managing senior commercial teams.
- Resourceful and innovative; proven talent to adapt quickly to challenges.
- Passionate about commercial excellence to drive business growth and performance.
- Strong communication, analytical and interpersonal skills.
- Proficient in English, French and Dutch with working knowledge of German.

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### PROFESSIONAL EXPERIENCE

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Sep 2019 - Present      Neste US, Inc      *Houston*  
President

Jun 2016 - Present      *Neste US, Inc*      *Houston*  
Vice President Sales North America and General Manager

- Lead and manage Neste's Renewable and Oil Product sales across North America.
- Develop the North American sales strategy and create the tactics and plans for delivering this with our key accounts and partners throughout the region.
- Lead and develop the sales, key account management and trading organizations in order to drive the profitability and growth targets both short and long term.
- Take the lead on opening new market opportunities, and directly managing major and critical client accounts.
- Design, manage and organize the North America Sales team into a dynamic and ambitious unit that is both capable of and willing to go beyond set targets to deliver profitable growth in the region

Aug 2014 – Jun 2016      *Neste (Suisse) SA*      *Geneva*  
Vice President Sales and Trading, Oil Product

- Lead and manage an experienced team of senior managers across product sales, marketing, operations and trading on a global basis.
- Develop strategic accounts and markets ensuring sales and operational performance both short and long term.
- Nurture and coach value sales, cross-business solution development and product marketing talent and skills.
- Develop sales and marketing strategies in key markets and implement key account management and sales process.
- Guide the negotiation teams with long term contracts with customers and service providers.

- Oct 2012 – Aug 2014 *Neste Oil (Suisse) SA* *Geneva*  
 General Manager Neste Oil Suisse & Director, Customer Focus
- Managing administrative and operational aspects of running Neste Oil Suisse with focus on compliance, administrative and legal aspects.
  - Responsible for designing, creating and implementing Neste Oil's Customer Focus program across the group.
  - Implement the customer segmentation approach for the Neste Oil group and develop key account management processes for strategic customers.
  - Actively support and represent corporate programs such as Way Forward, HSEQ, Neste Values both internally and externally.
- Jan 2011 – Oct 2012 *Neste Oil (Suisse) SA* *Geneva*  
 Head of Renewable Fuels & Distillates Sales
- Create sales and marketing strategies for key markets and customers.
  - Lead the development and advocacy teams to open new markets.
  - Manage an experienced group of international traders.
  - Negotiate long term contracts with customers and service providers
  - Report market information and trends to senior management
  - Negotiate internal transfer pricing with refining, treasury and taxation departments.
  - Create new and innovative hedging and trading strategies to increase and maintain a strong customer base.
- Jan 2009 - Jan 2011 *Neste Oil (Suisse) SA* *Geneva*  
Apr 2007 - Dec 2008 *Neste Oil Ltd* *London*  
 Distillates Trader
- Responsible for selling refinery distillate production and purchase of refinery distillate feedstocks.
  - Extend the refinery margin further into the downstream market.
  - Proprietary trading of physical, OTC swaps and futures within strict trading limits.
  - Responsible for hedging all physical distillate transaction, both for proprietary and refinery barrels.
  - Develop blending opportunities to further the profit of NExBTL
- Jan 2004 - Mar 2007 *Neste Oil Ltd* *London*  
Jan 2002 - Dec 2004 *Fortum Oil NV* *Brussels*  
Oct 2001- Jan 2002 *Fortum Gas Ltd* *London*  
 LPG Trader
- Responsible for the buying and selling of refinery LPG production and storage tons for shipment via trucks, railcars, barges and coasters.
  - Maintain monthly and longer term position & risk reports.
  - Handle all aspects of transportation logistics including chartering, demurrage and shortage claims.
  - Issue and check incoming and outgoing invoices.
  - Develop good relations with terminals, suppliers and customers.
  - Margin generation from buying, selling, hedging and transportation.
- Jan 2001- Oct 2001 *Royal Military Academy Sandhurst,* *Sandhurst*  
 Officer Cadet
- Extensive training in leadership and man-management.
  - Work under conditions of extreme pressure and stress.
  - Practical training in presentation and communication skills.

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## OTHER ACHIEVEMENTS

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- Member of Board of Directors, Neste US Inc., 2016-present
- Member of Advisory Board, Swiss Trading & Shipping Association, 2014-15
- Member of Board of Directors, Neste (Suisse) SA, 2012-2016
- Non-Executive Director, Ets. Freddy Baines NV, 2007-2016

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## EDUCATION

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- Neste The Future is Now: Journey 2030, Transformation & Leadership, IMD, 2017-18
- Neste NexWave Strategy Execution Capabilities, Leadership & Change management, Aalto Universtiy, 2015-16
- Neste Oil NExcellence Development Program, Strategy & Leadership, IMD, 2011-12
- Trading Oil on International Markets, Invincible Energy, Cambridge, 2005
- Fundamentals of Petroleum Refining, London, 2004
- Scotwork Negotiating Skills, The Netherlands, 2003
- BSc Economics, City University London, 1997-2000
- La Pratique du Négoce International, Québec, 1996
- Baccalauréat style education, Antwerp, 1989-1996