

Craig W. Mueller

(cell)

## EXPERIENCE

### **American Gilsonite Company**

**President / Chief Executive Officer** – February 2020 to present

- Successfully managed company through global pandemic
- Reorganized mining operations
- Domestic share growth of 80% in down market

### **American Gilsonite Company**

**Chief Commercial Office** – March 2019 to January 2020

- Reorganized Sales and Technical Departments
- Established Middle East Sales and Operations
- Developed Global Market Strategy

### **Baker Hughes GE, Global Operations**

**Vice President Sales – ExxonMobil** – July 2016 to present

- Executive Interface with XOM for the Baker Hughes and GE product and service portfolios
- Establish global working relations across XOM Exploration, Development, Production, Downstream and Chemical Companies.

### **Baker Hughes Inc., Global Drilling Services**

**Vice President Global Sales - Drilling Services** – June 2016 to July 2017

- Reestablished global sales and commercial training programs for Drilling Services
- Engage with Regions on strategic global contract negotiations (Saudi, Brazil, Norway, etc.)

### **Baker Hughes Inc., North America Region**

**Vice President Sales and Marketing** – November 2013 to present

- Reorganized various Product Line sales organizations in the US marketplace into one BHI sales group with responsibility of generating over 13 billion USD in annual sales.
- Established Marketing Communications, Sales Process, Executive Sales and Commercial Contracting groups to support BHI North American growth and profitability efforts.
- Established “Sales Hub” concept that allows for organized account and revenue management across all product lines and geographies

### **Baker Hughes Inc., US Land Pressure Pumping Business Unit**

**Vice President Sales and Marketing** – June 2012 to November 2013

- Restructured US Land sales, marketing and engineering organizations to accommodate growth. Revenues in excess of 4 billion USD. Product lines include fracturing, cementing and coil tubing.
- Established a Commercial group to improve contracting profitability and success rate as well as educate our sales and engineering workforce on contracting style, strategy and commercial acumen.
- Grew share position over 1% within 12 months in a down market.
- Grew contracted position with top 30 US accounts by 35%

### **Baker Hughes Inc., Gulf of Mexico Business Unit**

**Vice President Sales** – May 2009 to June 2012

- Organized multiple legacy divisional sales organizations into unified BHI sales force responsible for all product lines (1 billion + USD)

- Share gains established in all GOM market segments – deepwater, HTHP, shelf
- Established sales management training program which was later adopted by all BHI business units
- Attained #1 share position in the GOM
- Integrated legacy BJ Services organization into BHI
- Created Commercial Group which was adopted by BHI Global organization

**Baker Hughes Inc.,** Drilling Fluids Division, Houston TX

**Vice President, North American Operations** – August 2007 to May 2009

- Managed all aspects of the North American drilling fluids, completion fluids and environmental services organization (\$ 600 million USD)
- Initiated infrastructure expansion in US Shale plays (Haynesville and Marcellus)
- Reorganized sales, commercial and reservoir departments, allowing for share growth in the US markets

**Baker Hughes Inc.,** Drilling Fluids Division, Houston TX

**Vice President Marketing** – March 2006 to August 2007

- Established the Drilling Fluids Marketing Organization
- Established a Product Launch process, rebranded and repositioned the Drilling Fluids division and created global pricing teams to grow global share.
- Established a global market segmentation process to facilitate growth

**Baker Hughes Inc.,** Baker INTEQ Division, Houston, TX

**Director – Global Sales and Contracting** - July 2003 to March 2006

- Created the INTEQ Global Sales organization
- Created commercial tendering and contract management teams which successfully grew contract positions in various countries worth billions in contract value
- Created a Pricing/Price Management Team which created and rolled out a single Global Price Schedule that allowed for price management and trend analysis
- Initiated a Global Market Segmentation which defined technology introduction

**Various Sales, Marketing and Operations positions, Baker Hughes Inc.**

October 1987 – June 2003

## **EDUCATION**

**Louisiana State University,** Baton Rouge, LA

Degree: Bachelor of Science, May 1984 – Petroleum Engineering

### **Continuing Education:**

Rice University Executive Management – Corporate Finance and Managerial Accounting

Houston Baptist University - Finance

Thunderbird – Gavin School of International Management – BHI Leadership Training

California Institute of Technology – Strategic Pricing, Branding and Positioning

Texas A&M Mayes School of Business – Finance

Duke University – Executive Management Leadership Program



