



Melissa Wood
Director of Sales and Marketing
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PROFESSIONAL EXPERIENCE

2016 – Present

Director of Sales and Marketing TDI-Brooks International, Inc.

Responsible for the management and coordination of sales, marketing and business development activities for all business lines of TDI-Brooks and B&B Laboratories. This includes, but is not limited to the Geophysical, Geotechnical, Geochemical and Environmental service lines. This also includes our

This consists of finding potential customers, determining their need for services, and developing client relationships. Initiates contact with the client and effectively demonstrates how our services meet their needs. Develops sales presentations tailored to the client, addresses client's objections, assists with proposals, and communicates with client from proposal through project completion. Other marketing-related processes include attending trade shows, website management, design of marketing flyers, and coordination of press releases.

Reports to the President/Commercial Manager. Works closely with operations, project managers and service line managers to constantly review opportunities and projects from the initial receipt of the RFQ through to the completion of the project. Review and execute MSAs and NDAs.

Sales -

- Call on clients/prospective clients to develop new prospects
- Arrangement of one-on-one meetings and/or group meetings
- Develop sales presentations
- Communicate with client from proposal to project completion
- Understand customer's needs
- Coordinating and attending industry trade shows
- Networking at industry events
- Maximizing profits
- Customer satisfaction

Business Development -

- Analysis of various markets where TDI-Brooks' services can be utilized
- Working knowledge of players within markets
- Ongoing Marketing research with respect to clients and competitors
- Target new customers in new markets
- Help bridge business partnerships to form alliances for core competencies

Marketing -

- Marketing campaigns



- Electronic mail shots to promote company's vessels and services
- Design of company service flyers
- Website management
- Coordinating press releases
- Advertising
- Social media promotion

2008 – November 2016

Sales and Marketing Manager, Americas, Fugro GeoServices, Inc., Houston, TX

- Responsible for the management and coordination of sales, marketing and business development activities for Fugro's geophysical business line within the Americas region.
- Growth of geophysical business line (AUV, High Resolution 2D/3D, Pipeline/Cable Route, Archeological/Shallow Hazard and Damage Assessments).
- Communicated closely with clients (both internal sister companies and external clients) to understand their needs and help discover new areas of potential revenue for the company.
- Grow and maintain strong, lasting relationships through positive daily face to face interaction with domestic and international clients followed with customer project satisfaction surveys.
- Create and provide Sales/Marketing Presentations and L&Ls both internally and externally.
- Creation, promotion and monthly circulation of Fugro's vessels and equipment operating in North, Central and South America to Fugro clients worldwide.
- Formulation of annual client Account Plans and Marketing Plan for Fugro's geophysical division.
- Responsible for market research; the gathering and dissemination of market Intel to management.
- Fugro's "go-to-person" within the Americas due to extensive knowledge of the company's service lines.
- Networking through industry events to identify new opportunities and maintain exposure to market.
- Work closely with Operations, Project Management, Vessel Management teams to review projects and support client relations from the initial receipt of the RFQ through to the completion of the project.
- Initiate MSA's & NDA's with Global Clients.
- Participation in the promotion of company activities via press releases, newsletters and conferences.

2007 – 2008 Geophysical Sales and Marketing Manager, C & C Technologies, Inc., Houston, TX

- Responsible for the management and coordination of sales, marketing and business development activities for C & C's geophysical business line.
- Develop new prospects for promotion of Geophysical Survey Services and vessels to increase sales with project operations in the GOM
- Initiate contact with Geophysical Division clients to maintain relationships and ensure satisfaction with the division's past and current performance.
- Services actively promoted include AUV, 2D High Resolution, Pipeline/Cable Route, Arch/Hazard and Damage Assessments.



- Create and provide Sales/Marketing Presentations and L&Ls to client base in LA and TX.
- Assist division managers with local promotion of Geosciences and Geotechnical Services.
- Responsible for marketing departmental duties for both Lafayette and Houston offices.
Redesign of marketing materials, advertising, coordination of events and trade shows.

2005 – 2007 Vice President/Sales and Marketing, Harvey-Lynch, Inc., Stafford, TX

- Implemented all Sales & Marketing functions for the Sales, Rental, Training and Personnel business lines by generating sales and profitability via existing and new revenue streams.
- Increase of sales by \$2.5M (50% growth of market) from 2005
- Represented a multitude of products within the Americas region and promoted to service companies.
- Actively promoted & consolidated existing business activities and agencies while seeking new, synergistic and innovative companies and services to represent.
- Managed multi-disciplined sales projects and efforts of sales and marketing teams to include budget control, maintaining profitability, scheduling, quality control, and similar objectives.
- Improve company profit position and market penetration via the development of sales plans to achieve company growth and profitability including interim changes, working with and through other departments and assigned sales sub-dealers situated in North, Central and South America.

2003 – 2005 Broker/Sales and Marketing / Operations & Business Manager, Seabrokers, Inc., Houston, TX

- Assisted President in the formation of the US subsidiary and introduction of Ship Brokers services into the US GOM Market including Marketing of Ship Broker's US presence.
- Business Manager and Ship Brokering responsibilities.
- Developed & maintained close relationships with a multitude of vessel owners to capture a spot-list for the USA division of Seabrokers.
- Assist in formulation & implementation of Charter Contracts.
- Established accounting, purchasing, sales order processing, HR systems & procedures.
- Provided P&L reports, weekly forecasts, and budget performance information to the Norwegian parent company.

1992 – 2003 Operations / Sales and Marketing Manager, Sonardyne, Inc., Houston, TX

- Assisted in the formation of the US subsidiary and introduction of a wide range of products.
- Sales and Marketing operations for a high-tech manufacturer of underwater acoustics and navigation instruments driving revenue from \$250K to \$8.1M.
- Developed US Marketing strategies and plans.
- Established accounting, purchasing, sales order processing, HR systems & procedures.
- Performed annual employee reviews, and quarterly/annual goal setting and review.
- Provided P&L reports, weekly forecasts, and budget performance information to the UK parent company as well as resolved employee issues.



PROFESSIONAL AND HONORARY SOCIETIES

- 2016 – 2019 Vice Chair – Annual U.S. Hydro Conference for The Hydrographic Society of America.
- 2004 - 2016 Chair - The Marine Technology Society (MTS) - Annual BBQ Fundraising Event
- 2009 - 2016 Vice Chair/Secretary/Treasurer/Memberships (APSG) - Americas Petroleum Survey Group
- 2005 - 2011 Chair/Memberships/Fundraising – The Hydrographic Society (THSOA) - Houston Chapter