



Kevin West Biography

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Kevin West creates raving customer fans for CEOs and Presidents of companies who are on a growth trajectory due to early-stage position or are experiencing plateaus in revenue and customer counts. Recognized as a passionate customer champion, he provides the customer-centric leadership that ensures Global 500 executives increase revenue by attracting and retaining customers in the most cost-effective way.

Kevin has a proven track record in marketing strategy, brand, acquisition, loyalty, online, sponsorship, communications, and customer analytics. Combined with his renaissance leadership skills, he is a right-brain leader in a left-brain boardroom.

Most recently, Kevin led the Sales & Marketing efforts for the fastest-growing deregulated Retail Energy Provider in the United States, Entrust Energy. As employee #5 at this early-stage start-up, he oversaw the customer growth from 0 in March 2011 to over 250,000 by the end of 2014. Entrust Energy became an overnight success and unprecedented growth leader in the industry moving from #75 to #20 in market share in just a few short months. While there he also was President of the MLM channel, Enfiniti Global which built a distributor base of 15,000 in just 8 months while building a brand and culture rarely seen in the industry.

Kevin was previously the Chief Marketing Officer and Vice President of Marketing at Direct Energy, where he helped lead a revenue surge from \$3 billion to \$10 billion with over 5 million customers in North America. Kevin oversaw the marketing activities of a broad range of products including electricity, natural gas, and home and business services. Prior to Direct Energy, Kevin worked at Wiltel Communications, a global leader in video, voice, and data services to business customers. Kevin started his career at Shell Oil Company where he worked from 1992 until 2000 in several marketing roles such as Manager, Sponsorships & Events, Competitor Analyst, Finance Manager, and Territory Counselor / Sales Representative.

Kevin has a B.S. in Marketing from Ball State University in Muncie, Indiana, an M.B.A. from the University of Texas El Paso, and a Certificate in Energy Management from Rice University.

Kevin has previously and currently consulted for energy companies in the United Kingdom, Canada, France, Australia, Japan, and the United States. Within in the United States, his deregulated energy experience is from coast to coast with a extensive track-record in the ERCOT market of Texas.

In his spare time, Kevin is a semi-professional filmmaker, photographer, and writer for which he's won numerous awards. Kevin lives in the Houston suburb of Katy, TX with his family.

KEVIN DOUGLAS WEST

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PROFESSIONAL SUMMARY

A growth-oriented marketing executive with extensive commodity industry experience marketing and selling power, natural gas, gasoline, wind, telecommunications, and energy-related services for global 500 firms and start-ups. Recognized as a passionate customer-centric champion that ensures executives increase revenue by attracting and retaining customers in the most cost-effective way to deliver long-term shareholder value.

MARKETING & SALES COMPETENCIES

<u>Strategy</u>	<u>Marcom</u>	<u>Brand</u>
Acquisition & Retention	Social Media	Research
Sales Channels	TV Print/Outdoor	Culture and PR
Pricing/Segmentation/Margin	ROI & Dashboard	Sponsorships

ENTRUST ENERGY HOLDINGS, Houston, TX

2010-2015

President, Enfiniti Global, Inc.

2013-2015

Successfully launched a Network Marketing organization to market energy products for Entrust Energy, now the 25th largest REP in the United States with \$131 million in revenue.

- Created a brand and culture unparalleled in network marketing.
- Attracted over 15,000 distributors in just 8 months.
- Referred over 5,000 energy contracts and sold over 8,000 RECs.
- Built a proprietary system for distributor commissions, reports, and data.

Vice President, Sales & Marketing, Entrust Energy Inc.

2010-2013

Fast-growth retail electricity start-up with \$65 million in capital raised through Nippon Gas and Arthur Phillip to serve 400,000 ERCOT residential customers by 2017.

- Created marketing, brand, and sales strategies to achieve 400,000 customers.
- Recruited, trained, and retained a team of 20 sales and marketing professionals and over 30 sales vendor companies with an additional sales force of 300+.
- Achieved nearly 50,000 sales in first 2 years of operation with revenue of \$60 million and gross margins exceeding 20%. Company now "Fastest-Growing REP in TX." Company also "Best Places to Work" in both 2012 and 2013.

THE KEVIN DOUGLAS WEST AGENCY, Katy, TX**2009-2010**

Consulting firm specializing in strategic marketing, communications, and brand for a broad range of firms in energy, legal, healthcare, and retail. Clients include:

- Merichem, a \$150MM global chemical technology leader for refining industry.
- George R. Willy Immigration Legal Firm, private firm with clients in energy.
- On retainer as Energy Industry Expert at marketing and advertising firms such as Freeman+Leonard, Swagger Creative, TM Advertising, and Javelin Direct.
- Retail clients including Charming Charlie, T-Mobile, Altus Health, and Topo Chico.
- Safire Solutions, start-up services firm with 28-year KPMG partner.

CENTRICA PLC / DIRECT ENERGY, Houston, TX**2003–2009**

Centrica is the planet's largest retailer energy supplier with revenue of \$30 billion. With 20 million customers, it produces and sells energy products in Europe as British Gas and North America as Direct Energy. It is the 30th largest firm on London Stock Exchange. Other brands included Telus (communications), Goldfish (financial), and The AA (auto).

Chief Marketing Officer, Direct Energy**2007-2009**

Responsible for marketing activities across all segments for \$12 billion dollar company with 26 retail brands. Served in leadership capacity on Climate Change, Social Responsibility, and Diversity councils helping build and create entrepreneurial culture.

- Evolved www.directenergy.com improving hits by 4%, sales by 57%, enhancements by 220%; redesigned creative front page, and developed long-term strategy.
- Leveraged key vendor relationships and programs associated with advertising partner, Rapp (\$7MM retainer) and Maritz/Ipsos-Reid for CSAT (\$1MM).
- Negotiated major sport sponsorship deals boosting brand awareness 20% in key markets, creating \$10MM in revenue, reduced fees saving \$15MM over 5 years. Major sponsorship deals included Dallas Cowboys, Houston Rockets, Pittsburgh Steelers, Toronto Maple Leafs, Ottawa Senators, and Cleveland Indians.
- Re-designed Office-of-the-President complaint-escalation program handling over 5,000 complaints per year and reduced complaint handling time by 60%.
- Created opportunities for cross-pollination of marketing professionals across UK, US, and Canadian business units in both energy and related services.

Vice President, Marketing, Direct Energy**2005-2007**

Led dynamic and creative team of 45 marketing professionals responsible for Texas acquisition, retention, brand, and sponsorships. Responsible for annual sales over \$2 billion and a marketing budget of \$60 million. Analyzed consumer insights for results.

- Led pricing and margin-management committee for \$3 billion Texas retail business with 900,000 customers meeting business unit plan 4 straight years.
- Created campaigns, executed over 20 new channels including television, radio, billboard, social media, telemarketing, builder, affinity, winback/save, and movers.

- Created and launched “Simple Friendly Direct” brand with insight from 16 focus groups in 5 cities achieving an industry first-mover advantage among competitors.
- Led Project Walton, the first-ever industry roll-back of pricing that reduced churn by 40%. Held best churn rates among industry competitors for over 2 years.
- Launched industry-leading bundled energy and HVAC services product increasing brand awareness by 11%, improving customer churn by 40% with an ROI of 200%.
- Created and reported on key marketing metrics including acquisition, retention, focus groups, call centers KPIs, marketing campaigns, CSAT, PR mentions, and ESAT.
- Segmented entire customer base of 800,000 into 9-box churn segments creating opportunity to reduce retention spend by \$4 million over 3 years.
- Led 40-person marketing staff to a 15% improvement in employee satisfaction in an 18-month period with only 1 resignation; presented results to 400 HR professionals.
- Held best-in-industry churn for 2 years led by price-dropping campaigns, win-back, first bill call, save, and complaint cards resulting in \$200+ million protected revenue.

Director Residential Marketing & Sales

2003-2005

Developed and executed multi-channel acquisition and retention campaigns delivering 130,000 new customers each year, and maintained churn to objectives.

- Created and executed “Rising Prices” campaigns resulting in 500,000 customer enrollments worth \$50 million in revenue.
- Launched new rate product using conjoint research and focus groups to develop a value proposition and campaign delivering 8,000 customers in 4 months.
- Protected \$200MM in gross revenue while managing churn below expectations with programs like first bill call and personalized complaint handling.
- Developed value proposition for new home builder market signing 5 major homebuilders in 6 months capturing 10% market share.

WILLIAMS COMMUNICATIONS, Houston, TX & Tulsa, OK

2000–2003

Manager Marketing Events & Customer Briefing Center

Created and executed customer “relationship” events from 10 VIPs to 100 New York investment analysts. Conducted ROI analysis for sponsorships and tradeshows increasing awareness and selling opportunities in wholesale video, voice, and data for Fortune 100 clients such as SBC (now AT&T).

SHELL OIL CORPORATION

1992-2000

Manager Sports Marketing & Events, Equiva Services

1998-2000

Managed and executed sports marketing strategies impacting millions of dollars in new and retained revenue through the use of television-branded events.

- Generated brand revenue through golf sponsorships and PGA Tour players.
- Grew film and merchandise revenue 25% on-site at tournaments and online.
- Managed P&L for \$8.3 million portfolio within Shell brand sponsorships while representing the Shell brand to organizations such as Boys & Girls Clubs of America.

Marketing Manager, Shell Energy Services 1998-1998

Developed strategy and executed marketing campaigns in preparation for launch of natural gas sales in Georgia's residential and commercial market.

Business Manager, Texas Retail District, Shell Oil Products 1996-1998

Financial expert analyzing \$375MM business of 310 locations with gasoline and property revenue. Division consisted of 50+ territory counselors, engineers, and retail administration staff handling maintenance, pricing, and office operations.

Health & Safety Marketing Analyst, Shell Oil Products 1994-1996

Analyzed and created health, safety, and environmental programs for 18 retail districts covering over 5,000 service stations. Responsibilities included developing, auditing, and distributing training programs for retail staff and franchise operators.

HS&E Representative, Mid-America District, Oil Products 1993-1994

District expert on health, safety, and environmental activities for 110 retail locations in Missouri and Tennessee. Completed semi-annual station audits, conducted training programs, and worked with engineers on environmental impacts of station projects.

Territory Sales Counselor, Michigan District, Oil Products 1992-1993

Sold consumer-packaged goods such as tires, batteries, and filters to retail gasoline franchise owners. Conducted quarterly promotional campaigns to increase foot traffic, sell more gasoline, and improve service station loyalty.

EDUCATION

Rice University Jones School of Business, Houston, TX (2008)

Energy Management Certificate

University of Texas El Paso, El Paso, TX (2005)

Master of Business Administration

Ball State University, Muncie, IN (1992)

Bachelor of Science, Marketing

AFFILIATIONS

Marketing

American Marketing Association
Marketing Leadership Council
Houston Interactive Marketing

Community

Director, Cinco Utility District 7
Greater Houston Partnership
Katy Contemporary Art Museum