

# Eric Flynn

## Efficiency and Results Driven Marketing

Transforms marketing from simple tactics and overhead to a strategic revenue driver. Adept at producing structure from chaos in organizing products, markets and audiences. Unlocks market insights and gets to the core of brand identity. Implements marketing and sales systems that produce results. Works with people at all levels across companies with a collaborative style to provide strategic direction with measurable purpose. Produces enterprise-wide integrated marketing operations with the planning and programs to drive brands, lead generation, engagement and sales.

### Contact

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### Key Skills

M&A Integration  
Strategic Planning  
Product to Market Structure  
Brand Management  
Building Marketing Teams  
Building Marketing Systems  
Martech and Digital Marketing  
Inbound and Content Marketing  
Account Based Marketing  
Strategic Selling Systems  
Global Marketing Management

### Business Competence

Strategic Analysis/Planning  
Organizational Transformation  
Digital Technology Strategy  
Talent Development  
Functional Unit Leadership  
Process Optimization  
Budgeting and Forecasting  
Project Management  
Application Management  
Stakeholder Management  
Vendor Management  
Continuous Improvement

### Relevant Experience

#### **Nrg-Mktg, LLC**

*Founder, Chief Marketing Officer*

Apr. 2025 – Present

#### **Utility, Series C Start-up** - Houston, Texas

*Director of marketing*

Nov. 2022 – Mar. 2025

Established and led global marketing operations, transforming from an unknown technology to a global category leader.

- Developed market plans, brand, value propositions and cultural identity
- Implemented digital strategy, marketing automation and CRM to scale growth
- Managed global marcom efforts, producing millions of targeted exposures, 100,000s of engagements and 1,000s of HubSpot leads
- Drove rapid MQL/SQL growth, initiating more than 75% of active sales deals
- Garnered earned presentations at 24 top-tier conferences, 30+ media placements and an international top innovation award

#### **Hexagroup** - Houston, Texas

*Vice president, marketing strategy*

May 2020 – Nov. 2022

Consulted with executive teams for upstream, midstream and downstream clients adjusting to the energy transition on developing new market position, brand strategy, effective marketing operations, martech, messaging and content. Acted as a fractional CMO for two upstream and downstream clients.

#### **Shawcor** - Houston, Texas

*Head of Global Marketing*

Dec. 2015 – May 2020

Developed central tools, systems and programs for effective promotions to drive positive brand and sales across the company. Continued integration of nine acquisitions and expansion into new markets. Directed global team to execute marketing initiatives successfully. Managed \$2.5M budget.

- Consolidated market data, analysis and reporting for strategic planning, and sales activities reducing duplication and cost by 30% while improving the availability and consistency of information across the organization
- Converted disparate and inefficient activities into integrated, coordinated and more focused operations, programs, campaigns and budget
- Established market position by structuring products to markets and rebranding the company as a major integrated energy solutions provider
- Implemented Salesforce, HubSpot and a new website
- Developed digital marketing for nine companies producing a 180% CAGR in inbound engagement with more than 300 MQLs per month, assigned in CRM and reported in real-time business intelligence reports.
- Integrated operations, branding and promotions for nine legacy companies, increasing marketing results while reducing budget 50%

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## Software Competence

SharePoint, MS Office, Adobe CS, Kentico, Google Ads, Grow, Analytics, LinkedIn, Microsoft Advertising, Terminus, SMARP, HubSpot, Pardot, Marketo, Call Rail, Salesforce, Dynamics, Global Data, SalesNavigator, Monday, Asana

## Education

### Texas A&M University

College Station, Texas

### M.S., Marketing

Strategic Planning

### B.B.A., Management

Organizational Design

### B.B.A., Marketing

Advertising

## Other Professional Experience

### Tobin International

Marketing Manager

### International Facility

### Management Association

Associate Director of Marketing

### General Electric

Intern

### U.S. Navy Reserve

Aviation Administrationman,

VF 201

### Lloyd's Register - Houston, Texas

Global Marketing Manager – Drilling

May 2013 – Dec. 2015

Managed global B2B marketing operations for drilling product group.

Developed and executed centralized marketing programs, including websites, collateral, promotional campaigns and CRM. Led, motivated and developed three direct reports and indirect business development staff across seven offices. Managed \$1.4M budget.

- Arranged and promoted a single unified drilling industry brand following the acquisition and merger of the top two drilling industry inspection and technical services companies
- Following the Deepwater Horizon tragedy, launched a global marketing strategy for regulatory services using social posts, blogs, webinars, landing pages, articles and technical presentations to raise brand awareness, thought leadership and increase inbound lead generation by 100%

### Marketing Manager – Energy Americas

Mar. 2009 – May 2013

Served as a member of the Americas Senior Management Team responsible for all product groups. Integrated products, markets and promotions for nine acquired companies. Led, motivated and developed six direct reports in marketing energy products across upstream, downstream, power and manufacturing markets within the Americas. Developed market strategy, implemented plans and conducted ROI analysis. Managed \$3.2M budget.

- Created the LR Energy brand and developed the website, collateral and product communication plan, resulting in 5,000+ unique visits monthly and generating 100 new contacts per month through multiple calls to action
- Spearheaded four-month strategic planning process with Asset Integrity service team, including market, competitive and product portfolio analysis; resulting in 20% improvement in financial performance within a year
- Served on global Salesforce implementation management team and led Salesforce implementation and management in the Americas
- Established and managed an improved proposals team, integrated with Salesforce and content management to increase the efficiency and success rate of sales for the region

### P2 Energy Solutions - Houston, Texas

Director of Marketing

Oct. 2004 – Mar. 2009

Promoted to Director of Marketing for P2 Energy Solutions following multiple acquisitions, including my previous employer, Tobin. Led, motivated and developed five direct reports handling creative design and web development. Managed \$1.2M budget.

- Initiated marketing strategies for six major product lines and 50+ products to drive brand awareness and revenue globally
- Established a cohesive corporate culture after successfully managing change across marketing operations following five acquisitions in one year. Partnered with COO to communicate organizational and strategic changes
- Orchestrated website redesign of five companies and 700+ web pages into a cohesive site that launched in less than four months. Increased website traffic and conversions, elevating the company's brand name awareness and volume of sales prospects
- Created registration and secure e-commerce that captured prospect information and generated 1,000+ active accounts in the first six months