

Eric Flynn

Commercial Transformation Leader

Transforms marketing from a tactical cost center into a strategic and measurable revenue driver for energy, industrial and technology companies. Brings structure to complex commercial environments, aligning products, markets, messages and audiences into focused strategies that accelerate growth. Builds and leads marketing organizations, systems and programs across multi-business-unit enterprises and M&A integrations, connecting market intelligence, brand position, demand generation and sales processes into integrated operations that produce results.

Contact

Houston, Texas

832-754-3742

eflynn@nrg-mktg.com

www.nrg-mktg.com

www.linkedin.com/in/ericflynn1

Key Skills

M&A Integration

Strategic Planning

Product to Market Structure

Brand Management

Building Marketing Teams

Building Marketing Systems

Martech and Digital Marketing

Inbound 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

Experience

Nrg-Mktg, LLC – Houston, Texas

Founder, Vice President Marketing

Apr. 2025 – Present

Founded a strategic marketing consultancy helping energy, infrastructure, industrial and technology companies fix revenue instability through improved market strategy, positioning, engagement and commercial operating systems.

- Built Nrg-Mktg from concept to operation, establishing target markets, positioning, brand, service offerings, website and promotional systems
- Developed market intelligence and thought leadership (Hormuz Watch) platforms that identify emerging trends and connect industry opportunities to commercial growth strategies
- Lead market assessments, segmentation and growth planning initiatives that transform complex technical products, markets and customer needs into focused commercial strategies and execution plans
- Serve as a strategic advisor to startups, growth-stage and large, established companies, helping leadership teams navigate market disruption, commercial modernization, organizational change and post-acquisition integration
- Partner with executive teams across energy, infrastructure, industrial and technology sectors to improve market focus, marketing-sales alignment and commercial performance

Utility Global, Series C Start-up - Houston, Texas

Director of Marketing

Nov. 2022 – Mar. 2025

Established and led global marketing operations for a clean energy technology company, building the brand, market category, digital marketing and commercial programs from the ground up. Developed market strategy, positioning, value propositions and demand generation programs that transformed Utility Global from an unknown startup into a category leader.

- Defined and established the emerging "waste gas management" category, differentiating and positioning the company as a global market leader
- Implemented strategy, comms, website, marketing automation and CRM processes to drive scalable demand generation and commercial growth
- Managed marketing operations producing millions of targeted exposures, hundreds of thousands of engagements and thousands of HubSpot leads
- Drove rapid MQL/SQL growth, producing 75% of active sales opportunities
- Led integrated campaigns of digital, social, content, public relations and events to build visibility across steel, biogas and process markets
- Garnered presentations at 24 top-tier industry conferences, 30+ media placements and an international innovation award

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Software Tools

MS 365, MS Office, Adobe CS, Kentico, Google Ads, Analytics, LinkedIn, Microsoft Advertising, Terminus, SMARP, HubSpot, Call Rail, Salesforce, Global Data, SalesNavigator, Grow, Databox

AI Tools

ChatGPT, Claude, Copilot, Llama, Mistral, Perplexity, Midjourney, Firefly, Gemini

AI Competence

Prompt Engineering, Workflow Agents, Research Frameworks, Evidence-Based Analysis, Market Intelligence, Commercial Analysis, Content Development, Reporting, Automation, Coding and Debugging

Education

Texas A&M University

College Station, Texas

M.S., Marketing

Strategic Planning

B.B.A., Management

Organizational Design

B.B.A., Marketing

Advertising

Hexagroup, B2B Marketing Agency - Houston, Texas

Vice President, Marketing Strategy

May 2020 – Nov. 2022

Advised executive teams across energy, industrial services and technology sectors on market positioning, growth strategy and commercial transformation. Served as a fractional marketing executive for multiple up-, mid- and down-stream clients, leading strategy, operations, budgeting and team management while aligning marketing investments with business growth objectives.

- Repositioned an oilfield technology company from a pressure-testing provider to a well integrity solutions partner, enabling a more strategic market position and solution-based sales approach
- Established scalable marketing operations, automation and demand-generation programs that improved visibility, lead management and commercial effectiveness for multiple energy industry companies
- Led market introduction and growth programs for technical products and digital offerings, accelerating customer engagement and market adoption
- Partnered with leadership teams to align marketing investments and commercial priorities with executive objectives to improve go-to-market effectiveness and support growth initiatives

Shawcor - Houston, Texas (2015 – 2020)

Head of Corporate Marketing

Sep. 2016 – Apr. 2020

Promoted to lead corporate marketing operations and guide all business units in market analysis, planning, budgeting, promotions and communications. Developed central tools, systems, programs and guidelines for effective promotions and sales across the company. Continued integration of new acquisitions and expansion into new markets. 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 and campaigns. Reduced budget and headcount by more than 50%
- Established Shawcor's market position by structuring products to markets and rebranding as a major integrated energy solutions provider
- Collaborated with division heads on integration and assimilation of acquired companies and pursuit of new markets
- Consolidated and improved the digital marketing of nine companies producing a 180% CAGR in inbound engagement with more than 300 leads per month, assigned in CRM and reported in real-time BI reports

Manager, Marketing Strategy – Pipelines

Dec. 2015– Sep. 2016

Developed marketing group, plans and programs for pipeline performance division. Integrated legacy companies into the Shawcor brand and transformed marketing operations. Directed global marketing team with \$1.5M budget.

- Integrated operations, branding and promotions for four legacy companies, increasing marketing results while reducing budget 50%
- Implemented Salesforce, HubSpot and a new website, which resulted in sales contacts being recorded and followed up on for the first time
- Worked closely with President and VP of Finance developing an annual strategic planning process for 2017, leading to better market focus
- Managed global marketing operations through transitional year during deep market decline of 2016, producing strong results on a thin budget

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Other Professional Experience

Tobin International

Marketing Manager

International Facility Management Association

Associate Director of Marketing

Int'l Cellulose Corp.

Marketing Manager

General Electric

Intern

U.S. Navy Reserve

Aviation Administrationman

Lloyd's Register - Houston, Texas (2009 – 2015)

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
- Spearheaded the creation of an interactive mobile sales application to sell a wide array of products across different markets
- 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.

- Developed LR Energy's first 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 (2000 – 2009)

Director of Marketing

Oct. 2004 – Mar. 2009

Promoted to Director of Marketing of P2 Energy Solutions subsequent to multiple acquisitions, including my previous employer, Tobin. Led, motivated and developed five direct reports handling creative design, content, web development and events. 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