

FREEMAN SHAHEEN

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DIRECTOR / VICE PRESIDENT

Business Development / Supply Chain Management / Mergers & Acquisitions

Dynamic business management executive offering more than 15 years' experience in the energy and consumer goods industries driving performance improvement and profitability levels in demanding and highly competitive markets. Excel in developing and implementing cost-effective business solutions during corporate mergers and acquisitions to optimize bottom-line results and Customer Relationship Management initiatives.

Strategic Planning	Sales & Marketing	Business/Channel Development
Supply Chain Management	Business Startup	Commercial Negotiations
Business-to-Business Sales	Market Intelligence	Project Management
Asset Divestiture	Due Diligence	E-Commerce

CAREER EXPERIENCE

Shell Lubricants, Houston, TX

2003–2005

World's largest lubricant and automotive aftermarket consumer goods company.

DIRECTOR, CHANNEL DEVELOPMENT

Managed and executed cross-functional operations and diverse groups of senior level professionals in U.S. after Shell's acquisition of Pennzoil-Quaker State. Defined performance requirements of distributor agreements, restructured lines of business, and leveraged market intelligence for this \$1 billion Sales & Distributor Channel operation.

- Increased earnings potential by \$65 million utilizing combined expertise in marketing and business management to engage staff of more than 300 in 80 markets. Leveraged market intelligence by defining channel strategies market-by-market that improved channel visibility, management, and control.
- Strategically planned and delivered performance-driven programs including selling and divesting non-strategic direct sales operations that reduced facilities by 23% while simultaneously improving 5-year Net Present Value (NPV) by 16%.
- Led high-powered commercial negotiations and business relationship development strategy that increased volume commitment by 16% and reduced distributors by 39%.
- Directed relationships and orchestrated shared vision plan to recruit resources and acquire support for design and implementation of Sales Force Effectiveness (SFE) and Customer Profitability Analysis (CPA) for \$17 million savings targeted for delivery by year end 2005.
- Reengineered sales teams within each Line of Business (Consumer, Commercial, Industrial), contributing \$4.3 million in additional growth.

Pennzoil-Quaker State Company (Acquired by Shell Lubricants), Houston, TX

2002–2003

VICE PRESIDENT, PRODUCT SUPPLY

Managed multimillion-dollar operational and capital expenditures budgets, and revitalized Supply Chain and Project Management groups to improve customer service levels, reduce working capital, and increase product supplies.

- Achieved shipped and on-time revenue of 99.8% and 93.5% respectively while reducing inventory below 39 days for a complex consumer product SKU mix.
- Sponsored SAP SCM Suite implementation and built Planning & Analysis group that enabled working capital to be reduced by \$26 million and airfreight by 70%.
- Implemented Transportation strategy that enabled a reduction in carriers from 564 to 31 while delivering cost savings of \$ 8 million.
- Established foundation that led to AutoZone awarding Shell "Extra Miler" award.

- Pioneered a “Root Cause” process that identified supply chain failure end-to-end and organized Supply Chain Management Team that vastly improved customer satisfaction levels. Reduced Target store’s cut dollars by 61% and increased in-stocks to 95.5%; near 100% for Wal-Mart Distribution Centers.

Trade-Ranger (Shell Equity Investor), Houston, TX 2001–2002
Global procurement exchange leader for the energy industry.

VICE PRESIDENT, BUSINESS DEVELOPMENT

Recruited by CEO to join executive team and participate in business development initiatives of newly formed startup company.

- Eliminated cost of consultants and loaned resources; performed due diligence, created revenue-sharing agreements, and led high-powered negotiations and definitive agreements with Wellogix, NetworkOil, and TheOilSite that took revenues from 0 to positive status.
- Negotiated favorable license agreement with WebMethods and reduced existing costs with Commerce One, i2 Technologies, and Accenture that saved company \$3 million in operating costs.
- WebMethods agreement created greatest value and ensured connectivity with customers.

Texaco Global Businesses & Equiva Services, Houston, TX 2000–2001
Shell, Texaco & Saudi Aramco joint venture: downstream refining and marketing of petroleum products.

DIRECTOR, E-BUSINESS PROJECT DEVELOPMENT / VP SALES

Recruited by CEO to define e-business opportunities and emerging trends.

- Directed and managed e-business ventures, acquired 3.5% equity in Trade-Ranger with 14 equity partners and gained approval of funds from Texaco and Shell CEOs.
- Improved development of business plan, sales and marketing strategies, and represented Trade-Ranger at global conferences following appointment to VP of Sales by Trade-Ranger CEO. Full accountability for organizational performance, Customer Relationship Management, and sales recruitment.
- Developed a team with business knowledge that was able to define opportunities, screen concepts, create value propositions, define business cases, commercially negotiate, plan and execute.

Fuel & Marine Marketing (Texaco & Chevron LLC), Houston, TX 1999–2000
Utility and bunker fuel blender and supplier.

SENIOR TRADER

- Utilized operations and economic planning expertise to develop fellow traders and establish cohesive teams with operations and blending groups that increased margins while sustaining customer loyalty as resellers.
- Negotiated profitable agreements that increased earnings by \$8.7 million.

Motiva Enterprises, Convent, Louisiana / Houston, TX 1991–1999
Shell, Texaco & Saudi Aramco joint venture: refiner and marketer of petroleum products.

Fast-track promotion through a series of increasingly responsible positions. Pioneered innovative process development and improvement initiatives throughout the company. Directed millions of dollars of operating and capital budgets utilizing complex planning tools. Revitalized trading economics and contractual negotiation.

MANAGER, CORPORATE INITIATIVES (1998–1999)

SENIOR OPERATIONS PLANNING ENGINEER & COMMERCIAL NEGOTIATIONS (1996-1998)

ASSISTANT SUPERVISOR MECHANICAL INTEGRITY (1993–1996)

MAINTENANCE SUPERVISOR & PROJECT ENGINEER (1991–1993)

TRAINING

Leadership and Business Development, Group Business Leadership Program 2004
IMD Lausanne, Switzerland

EDUCATION

Oklahoma State University, Stillwater, OK
Master of Science, Civil Engineering, 1991
Bachelor of Science, Civil Engineering, 1990