

# David D. Lawrence

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## Professional Profile

Strong, productive, management executive with a focus on team building, process management, finance, information systems and business analysis. Results oriented with a consistent record of exceeding standards and expectations. Outstanding communication, presentation and negotiation skills with a unique combination of interpersonal and analytical abilities. Able to identify employee problems and work to successful resolution and get a group of people to work as a team, thereby maximizing their individual potentials.

## Experience

June 2012 - February 2015 Inwell Directional Drilling Services

### Executive Vice President

Responsible for the overall performance of the company with a focus on Sales and Administration, under the President. Since joining the Inwell team, we did a "turn-around" by increasing sales, identifying cost inefficiencies and changing or creating processes and procedures that resulted in a 39% growth in revenue and a 7% decrease in cost.

August 2011 - July 2012 MS Energy/MPact Motors

### Executive Sales

Executive Sales account manager with a concentration on directional services and third party motor rentals. Developed and maintained relationships with operators such as Murphy Oil, Shell Oil, SM Energy, XTO, Chesapeake, PXP and others. Additionally, developed and maintained relationships with other directional companies including Leam, Crescent, DDC, Orange, Stryker, Sharewell, Wellbenders, Weatherford, Baker and others.

Feb. 2009 to August 2010 Ashton Oilfield Services

### President/COO

- Charged with creating an infrastructure for the organization. Hiring key personnel and responsible for the growth of the company. Ashton is a drilling contractor working to achieve market penetration organically, as well as through strategic acquisitions.
- Was responsible for all business aspects of AOS such as market strategies, asset management, forecasting and increasing the company's annual revenue, implementing a safety program, designing an inventory system and performance review process for employees.
- Procured a one year contract with Devon Energy to drill surface holes in eastern New Mexico. Successfully drilled first well for Devon Energy. The groundwork was laid necessary to ensure a successful fulfillment of the Devon contract.

Nov. 2008-Jan.-2009 Jaguar Downhole Tools, Inc.

### President

- Increased revenues from \$5,000,000 to \$10,000,000 and Net profit margin went from 3% to 15%
- Hired as a change agent for a failing business and turned it into a profitable entity by focusing on the fundamentals of business/supply side economics and team building. Worked diligently to identify and address the problem issues of the organization then brought the remaining group together and lead them into working as a team and functioning at stronger more efficient levels. This resulted in the revenue increase for the year.
- Managed the business of down hole motor rental and a machine shop, which supports the motor rental division.
- Designed and Implemented a Performance Review process for employees in order to create measureable goals and objectives along with accountability for employee performance.
- Designed and implemented annual revenue plans that were exceeded.
- Designed and implemented an inventory system that reduced shrinkage costs by over 20% and allowed for appropriate controls over inventory consumption.

- Designed and implemented a tracking system for Jaguar tools so that assets could be managed more efficiently.
- Developed a database for tracking motor performance that is used as a sales tool.

2004-Nov. 2008      Quantum Drilling Motors

**Vice President Business Development**

- Responsible for all phases of business administration.
- Integrally involved in building Quantum from a 5 man shop generating less than \$1,000,000 annually to earning in excess of \$72,000,000 in 2007.
- Was intimately involved in the audit process to take the company public.
- Had an active role on the management team to manage the day to day operations of the business.
- Successfully managed the development and implementation of Quantum's safety program which encompassed three warehouse/shop facilities and numerous rig sites.

2001-2004              Basin Engineering, Crown Energy Company, Enviro-Safety, Inc and Quantum Drilling Motors.

**Vice President Business Development**

- Responsible for supporting the management teams of each company.

**Chief Financial Officer**

- Responsible for directing the organization's overall financial policies.
- Oversight of all financial functions including accounting, budget, credit, insurance, tax, and treasury.
- Designed and coordinated a wide variety of accounting and statistical data and reports.
- Managed all HR functions. Was instrumental in managing the establishment of company policies and procedures and annual performance review processes.
- Was successful in procuring funds availability for asset investments in excess of \$100,000,000.
- Developed business plans for all companies including implementation of annual budget processes.

2000-2001              United Way of Lawton-Fort Sill      Lawton, OK

**President**

- Responsible for all fiscal and administrative functions of the United Way of Lawton, including a 1.5 million annual budget and oversight of the funds distribution of 21 Health & Human Service Agencies.
- First year in position the annual campaign realized a 6% increase over the previous year.
- Revamped and mounted a successful media campaign which included radio, television and print.
- Answered to a 31 member board of directors.
- Responsible for the organization and implementation of all fund-raising activities, fund-distribution processes and public relations of the organization.
- Manage a 5 member staff plus a number of volunteers which range from 500 to 800 each year.

1998-2000              United Way of the Coastal Bend      Corpus Christi, TX

**Campaign Director**

- Responsible for organizing and implementing the annual fund raising campaign for the organization; this includes, recruiting and training over 60 volunteers, designing and implementing campaign strategies such as how to target market segments. This has resulted in an increased campaign from \$4.1 million to \$4.33 million in the first year.
- Designed and Implemented a Leadership Giving program which resulted in a 25% increase in Leadership Giving money the first year.
- Reorganized the Loaned Executive Program and realized an increase of volunteer participation of 400%.

1995–1998 United Way of Abilene Abilene, TX

**Chief Financial Officer**

- Handled all accounting functions of the organization, including payroll, taxes, investments, payables (including fund distributions), receivables and budgeting. Resulted in clear and clean audits for 3 consecutive years.
- Maintained all information system functions in the organization, including a Novell LAN system, installation of a Windows NT LAN system, application programming and maintenance responsibilities of 9 PC computers.
- Redesigned campaign reporting procedures which resulted in an increase of reporting efficiency and accuracy.
- Helped design and implement the organization's web site
- Worked closely with community leaders in the implementation of goals and strategic plans which resulted in a 6% increase in campaign dollars raised and an increase of volunteer participation over a 3 year period.
- Worked closely with agencies regarding the allocation process
- Worked closely with the Leadership giving program including the Alexis de Tocqueville program which realized a 10% increase in Leadership Giving over a two year period.

1987–1995 MIS Consultant Abilene, TX

**Owner/President**

- Information systems analyst
- Recommended appropriate design specifications including platforms, software and hardware requirements
- Negotiated contractual agreements between companies and vendors (engineering and service)
- Application Programmer

1995 (8 Mos.) TX. Boll Weevil Erad. Prgm. Abilene, TX

**MIS Director**

- Designed and implemented statewide information system
- Did project costing and budget analysis regarding hardware/software issues
- Supervised computer technicians
- Designed and implemented end user training
- Application programmer

1993-1995 Debit Pay, Inc. Abilene, TX

**President/CEO**

- Direct Sales organization which marketed and sold credit card/debit card processing and equipment to retail merchants.
- Started business and built it up to 5 employees and 50 sales personnel
- Business required extensive marketing and sales knowledge

**Education**

1974–1979 Abilene Christian University Abilene, TX  
Bachelor of Arts Degree

**Interests**

Harley Riding, Sports, golf, music, carpentry, computers.

**Current & Past Involvements**

- Member – Houston Rig Riders
- Member – Greater Lawton AMBUCS
- Member – Greater Abilene Kiwanis Club
- Member – Classical Chorus of Abilene
- Director – Chamber of Commerce (Union City, CA)
- Director – Lions Club (Union City, CA)
- Precinct Chair – Bill Kennedy, U.S. Senate (CA – 1981)