

Michael K. Hughes



EXECUTIVE SUMMARY

Strategic business executive with visionary approach to value creation. Leader and architect of high performing sales organization. Strong track record for accomplishing strategic organizational goals and service line improvements through relationships, team building and personal conviction. Passion for high quality service, and value improvements as recognized by employees, customers and competitors.

PROFESSIONAL EXPERIENCE

Huntsman LLC, The Woodlands, TX

2016 – 2021

Business Director Maleic Anhydride

Scope of Accountability

- Management of the global product line , which includes developing the market strategy, customer selection, negotiating contracts, creating budgets, and pricing strategy/management.
- Direct all aspects of the business from sales, marketing, supply/demand planning through product delivery
- Develop strategic alliances throughout the end use industry.
- Direct sales and marketing team to achieve and exceed annual budget and goals.
- Provide guidance on long term growth initiatives by analyzing, surveying and evaluating the global market.
- Direct S&OP process for the maleic product line via developing/approving 2 year outlook, monthly planning sessions and weekly production plan submissions.
- Increased market share by +12% - 265MM lbs. to 300MM lbs./yr. and improved revenue by +\$20MM in 2 years- \$169MM to \$190MM vs. GDP market growth.

2008 – 2016

Director National Sales and Distribution – Performance Products Division, Americas

Scope of Accountability

- Integrate and align sales plans with available resources, IT systems, talent and other functional areas to increase the capability and success of the sales force.
 - Maximize new business development opportunities by managing and nurturing relationships to accomplish divisional goals.
 - Devise and deploy all sales objectives and goals for the Americas region.
 - Provide guidance, review and approval of all supply agreements prior to implementation.
 - Managed team of 30- 3 Sales Managers, 22 Sales Associates, 1 Demand Manager, 2 Country Managers, 1 Demand Analyst and 1 Business Process Owner
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Strategic Initiatives

- Designed and implemented sales structure for Performance Products Division
- Initiated and implemented customer relationship management (CRM) tool for Performance Products Division
- Transitioned leadership culture to focus on value of strategic markets, accountability, visibility, service improvements and relationship management

Accomplishments

- Year over year revenue improvement: 2010-2014, \$720MM to \$1.2B
- Customer retention 99% since 2010
- On-time and full delivery improvements of greater than 10%. 75%-85%
- Customer relationship management tool Implementation for division and will be implemented corporate wide. SAP C4C selected

Product and Market Manager 2005-2008

- Improved surfactant market share 10% by identifying new to HUN customers and strategic goal setting with HUN distribution partners. +10MM lbs./yr. over time period.
- 3 Direct reports- 3 Sales Associates and 3 Sales Associates (dotted line)

Sales Manager 2002-2005

- Managed strategic relationships worth ~\$500M/year for Base Chemicals and Polymers Division
- Products - ethylene, propylene, butadiene, cyclohexene, polyethylene, and polypropylene

Market Manager CASE 2000-2002

- Developed and Implemented POLYUREA Coating Business and Marketing Plan for Huntsman Polyurethane Division

Sales Representative/Business Development 1999-2000

- Business Development/Sales for APAO and FPO Specialty Resins

Previous experience:

- Executive Recruiter with National Executive Search Firm
- Flexible Packaging – Sales and Sales Management
- Retail Sales Management

EDUCATION

Bachelors of Science – Business Administration, University of North Alabama

REFERENCES

References are available upon request.