

Azuka Andre Onianwa, MBA MFIN

Houston, TX | 713-298-8266 | azuka.onianwa@outlook.com | [linkedin.com/in/azuka-onianwa](https://www.linkedin.com/in/azuka-onianwa)

Strategic Planning | Business Transformation | Commercial Operations

I am a strategic Leader with over 15 years of experience developing commercial strategies, optimizing organizational performance, managing P&Ls, and driving business transformation within a Fortune 500 company. With an MBA and Master of Finance, complemented by an engineering background, I have a strong blend of analytical skills and strategic thinking.

My expertise includes leading cross-functional teams, managing complex projects, and creating scalable solutions that deliver measurable growth. I am passionate about fostering collaboration, continuous learning, identifying growth opportunities, and implementing strategies that drive top-line growth and HSE & operational excellence.

KEY SKILLS

Operations Management & Optimization | P&L Management & Financial Planning | Process Improvement & Efficiency Enhancement | Cross-functional team Leadership & Collaboration | Strategic Planning & Execution | Resource Allocation & Capacity Management | Change Management & Organizational Design | Performance Metrics & KPIs | SAP | Power BI | Advanced Excel | Data Analysis & Visualization | Health, Safety, and Environment.

PROFESSIONAL EXPERIENCE

Market Intelligence Lead

Baker Hughes, Houston | November 2017 – February 2024

Business Transformation | Strategic Planning | Commercial Operations

Focus on cross-functional & commercial strategy, Operational efficiencies, and revenue growth across regions

- Led commercial operations, overseeing sales enablement, market analysis, pricing strategies, and business reporting, enhancing sales platforms and profitability.
- Directed the development and execution of growth initiatives in collaboration with regional teams, optimizing processes and achieving operational targets.
- Improved operational efficiency by developing automated reporting systems and market intelligence tools, providing critical insights to executive leadership.
- Managed cross-functional teams to support financial planning and performance analysis, driving business transformation.

Project Lead

Baker Hughes, Houston | October 2016 - November 2017

Portfolio Management | Operations Strategy | Business Transformation

- Managed the carve-out of the North America Pressure Pumping division, ensuring a seamless transition by aligning operational processes with corporate strategy.
- Conducted in-depth operational and financial analysis to support business growth initiatives, optimizing portfolio management strategies.
- Collaborated with various departments to streamline processes and implement efficient operational systems, enhancing overall business performance.

Human Resource Lead

Baker Hughes, Houston | October 2014 - October 2016

Talent Management | Operations Leadership | Change Management

- Led HR operations for the Pressure Pumping division, overseeing organizational design and change management during economic downturns and acquisitions.
- Optimized HR processes and implemented strategic talent management programs, improving workforce efficiency and aligning HR operations with business goals.
- Partnered with global teams to execute change management initiatives, enhancing operational capabilities and employee retention.

Training Center Manager

Baker Hughes, Houston | January 2013 - October 2014

Operations Optimization | P&L Management | Resource Planning

- Directed the operations of a global training center, managing P&L and resource allocation to achieve operational targets and training goals.
- Developed and implemented new training programs and resource planning strategies, ensuring alignment with corporate objectives and operational growth.
- Collaborated with regional teams to optimize training delivery and enhance operational efficiency, supporting corporate growth initiatives.

Training Delivery Manager

Baker Hughes, Houston | February 2012 - January 2013

Operations Management | Resource Planning | Training Delivery

- Led training delivery across multiple product lines - budgeting, planning, operations, and people management.
- Exceeded training objectives by +5% by adeptly managing resources, talent acquisition & management to address workforce surge following the oil-price boom, achieving company strategic goals.

Country Manager

Baker Hughes, Nigeria | October 2009 - February 2012

Business Unit Leadership | P&L Management | Sales & Operations

- Led business unit operations for the Wireline Product line, achieving a 50% revenue increase and securing the #1 market provider status through strategic market development and process optimization.
- Managed P&L and drove operational excellence, receiving multiple awards for outstanding performance in operations, supply chain, and commercial success.
- Improved operational liquidity and cash flow by optimizing sales and commercial processes, reducing Days Sales Outstanding (DSO) by 15 days.

EDUCATION, CERTIFICATIONS & AWARDS

- **Master of Business Administration (MBA)**, Tulane University (Louisiana)
- **Master of Finance (MFN)**, Tulane University (Louisiana)
- **Bachelor of Engineering (BE) in Electrical & Electronics Engineering**, University of Benin (Nigeria)
- **Program for High-Value Managers**, Manchester Business School (UK)
- **Awards:** Allen R. Vorholt Memorial Award | Beta Gamma Sigma | Tulane Association of Business Alumni Award
- **Certifications:**
 - Preparing Data for Analysis with Microsoft Excel
 - Data Analysis and Visualization with Power BI

PROFESSIONAL MEMBERSHIPS

- Society of Petroleum Engineers (SPE)
- Project Management Institute (PMI)
- Risk Management Society (RIMS)
- International Institute of Business Analysis (IIBA)

VOLUNTEER WORK:

- Handy Ministry – Supporting the elderly
- MD Anderson Blood Donor
- Various Local Community Organizations