

Azuka Andre Onianwa, MBA MFIN

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Strategic Business Leader | Project & Operations Management | Commercial Excellence

With 15+ years of proven success in achieving Operational and Commercial excellence in Fortune 500 environments. Known for Program and P&L management, strategic planning, and commercial workflows, meeting financial goals and delivering sustainable value. Developed a T-shaped skillset that merges operational business acumen with cross-functional business expertise over his career. Recently led a \$30B market analysis initiative and delivered a 200-basis-point margin improvement in a \$1B product line.

With a Bachelor of Engineering in Electrical & Electronics Engineering and dual graduate degrees (MBA and MFIN) from Tulane University, he has a robust engineering foundation and comprehensive business and financial acumen. Recognized for fostering high-performing teams, upholding rigorous HSE standards, and nurturing inclusive, collaborative cultures, he is passionate about leveraging technology, business processes, and commercial insight to maximize organizational performance and drive sustainable growth.

CORE COMPETENCIES

Operations Excellence & Project Management: P&L management, operational efficiency & optimization, and Project execution.

Commercial Strategy: Commercial workflows, pricing strategy, market analysis, SAP, and revenue growth initiatives.

Strategy Development & Planning: Strategy development & execution, long-term planning, C-Level presentations.

Leadership & Development: International & cross-functional team leadership, talent development, and organizational change.

Data-Driven Decision Making: Business analytics, KPI development, data analysis & visualization, Power BI, and financial modeling.

Energy Industry: Oil & Gas upstream operations, exploration, Well intervention services, and Energy transition.

NOTABLE ACHIEVEMENTS

- Delivered 200-basis-point margin improvement in a \$1 billion product line by optimizing pricing, addressing discount pressures, and aligning strategies with market dynamics.
- Led business unit to achieve #1 Service Provider for wireline services three times, doubling annual revenue through strategic growth initiatives, operational optimization, and talent development.
- Established a Center of Excellence for training in the Western Hemisphere by consolidating regional training groups, creating a centralized organization, writing operating procedures, hiring talent, and delivering the project on time for the Investor meeting.

PROFESSIONAL EXPERIENCE

Market Intelligence & Growth Initiatives 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.
- Accountable for commercial & sales enablement platforms, market analysis, pricing strategies, and business reporting.
- Led global growth initiatives, increasing market share by optimizing sales processes and streamlining pricing strategies.
- Developed and reported KPI metrics. Managed market intelligence tools and provided business insights to executive leadership.
- Partnered with teams to drive price optimization and achieve a 200-basis point margin improvement for the product line.

Project Lead

Baker Hughes, Houston | October 2016 - November 2017

Project Management | Portfolio Management | Operations Strategy | Business Transformation

- Managed the carve-out of the North America Pressure Pumping division, aligning operational processes with corporate strategy.
- Accountable for operational and financial analysis in support of business growth initiatives and portfolio optimization.
- Collaborated with functions to streamline processes and optimize operational systems, enhancing business performance.

Human Resource Director

Baker Hughes, Houston | October 2014 - October 2016

Talent Management | Operations Leadership | Change Management

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

Training Center Manager & Training Delivery

Baker Hughes, Houston | February 2012 - October 2014

Program Management | Operations Optimization | P&L Management | Resource Planning | Training Delivery

- Directed global training center operations, overseeing budgeting, planning, people management, and P&L to consistently meet company objectives and targets.
- Revamped training programs and resource planning strategies in collaboration with global teams to align with corporate objectives, driving operational growth and enhancing efficiency.
- Exceeded training objectives by 5% during industry peak point through strategic resource management and talent development.

Country Manager

Baker Hughes, Nigeria | October 2009 - February 2012

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

- Directed overall Wireline Product Line operations, driving a 50% revenue increase and establishing the #1 market provider status through strategic market development and process optimization.
- Managed P&L while spearheading operational excellence, earning multiple awards for outstanding performance in operations, supply chain, and commercial success.
- Enhanced operational liquidity by streamlining sales and commercial processes, reducing Days Sales Outstanding by 15 days.

EDUCATION, CERTIFICATIONS & AWARDS

- **Master of Business Administration (MBA), Master of Finance (MFIN)** 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:** Microsoft - Preparing Data for Analysis with Microsoft Excel | Microsoft - Data Analysis and Visualization with Power BI | Project Management Professional (PMP) – *In progress*

PROFESSIONAL MEMBERSHIPS

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

VOLUNTEER WORK:

- Demonstrate community commitment through active support of elderly care (Handy Ministry), blood donation (MD Anderson), and various local initiatives, fostering teamwork and shared purpose.

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