

TARIG ANANI, MBA, JD, JSM

tarig.anani@stanfordalumni.org • 713.587.0770

SENIOR EXECUTIVE - CEO / PRESIDENT / COO / GENERAL COUNSEL

Senior executive with documented track record driving growth and profitability through new market penetration and performance improvement of diversified software and service portfolios, repeatedly turning unprofitable businesses into operations with consistent growth, solid margins, and high recurring revenues. Held P&L accountability for \$100+ million budgets across various countries. *Core competencies:*

OPERATIONS LEADERSHIP: Led operations of software company with 500+ employees, \$170 million in revenues, and multiple products, setting vision and gaining buy-in from senior managers to beat profitability goals.

- **Built global operations for 2 software companies, expanding business across 4 continents.**

GLOBAL COMMERCIAL SAVVY: Won key accounts despite size and resource disadvantages, delivering enterprise solutions in North America, the Middle East, the North Sea, Russia, and Australia.

- **Overcame skepticism and resistance to land 18,000-user license with world's largest oil company.**

STRATEGIC VISIONING & EXECUTION: Developed and implemented operations improvement initiatives, pricing strategies, sales/marketing plans, and expansion road maps to drive consistent double-digit growth.

- **Grew revenues nearly 50% in 2 years while increasing EBITDA from \$7.2 million to \$30.8 million.**

ACQUISITIONS & DIVESTITURES: Negotiated 4 acquisitions in 6 years, integrating Novistar from Torch Energy (Oracle's Upstream suite), QByte from IBM, and Tobin mapping system into existing operations.

- **Championed \$200+ million dollar sale, translating contacts and expertise into shareholder profits.**

PROFESSIONAL EXPERIENCE

ANANI CONSULTING, Houston, Texas

2009-Current

International business development consulting services provider.

CONSULTANT

Advise US companies on international expansion through organic growth or use of distributors or value added resellers. Identify potential partners for non-US companies launching operations in the US, and counsel private equity firms on potential acquisitions. Currently serving on Mail2World, Inc. Board of Directors.

P2 ENERGY SOLUTIONS, INC., Houston, Texas

2002-2008

Leading provider of exploration, development, management, and production solutions, including software, data, and services to improve operations, financial / production management, business intelligence, and geo-business.

PRESIDENT (2007-2008)

BOARD MEMBER (2004-2008)

ACTING CHIEF OPERATING OFFICER (2006-2007)

PRESIDENT, INTERNATIONAL OPERATIONS & GENERAL COUNSEL (2002-2007)

Recruited to grow organization by launching international operations, winning customers, facilitating acquisitions, and maximizing software business efficiencies across sales and marketing, consulting, R&D, support, finance and accounting, and human resources divisions. Advanced to president of P2 Energy Solutions, Inc. directing 12 senior managers with 500+ employees within Houston, Dallas, San Antonio, Denver, Calgary, and Dubai offices. Concurrently appointed president of P2ES Holdings, Inc. with oversight over Oil & Gas Asset Clearinghouse.

Exceeded revenue and EBITDA targets and achieved liquidity event for shareholders by communicating growth and exit plans with investors including executive management, private investors, venture capital firms, and corporations. Chaired weekly senior team meetings and reported to CEO and Board of Directors. Prepared annual operating and capital budgets, holding P&L accountability and keeping board apprised of strategic positioning.

Grew company from 1 product, 100 employees, and US-only customer base to the largest software company dedicated solely to upstream oil and gas industry, repeatedly exceeding annual growth goals to achieve \$170 million in revenues, 500 employees, and global expansion within 6 years.

TARIG ANANI, MBA, JD, JSM

Page 2 of 3 • tarig.anani@stanfordalumni.org • 713.587.0770

PROFESSIONAL EXPERIENCE, CONT.

- Increased international appeal while controlling costs by identifying acquisition targets, negotiating acquisition agreements, and integrating administrative, accounting, human resources, sales and marketing, consulting, research, development, and support functions into existing operations.
- Shepherded flagship acquisition of Oracle's Energy Upstream Suite in 2002, leading re-brand of product as P2ES Energy Upstream, updating regulatory compliance module, and improving user interface.
- Brought in comprehensive mapping system through identifying Tobin International, negotiating acquisition, and modernizing technology by converting paper map system into integrated workflow, digital maps, Geographic Information Systems (GIS), and land administration applications.
- Realized opportunity to acquire QByte from IBM, expanding operations to Calgary to provide financial and back office accounting functionality and deepening enterprise software functionality to the Canadian upstream oil and gas industry by negotiating acquisition and integrating operations.

Achieved company-best revenues and EBITDA leading to \$200M+ sale of company, motivating sales and operations teams, and serving on Board of Directors and senior management team.

- Appointed to board of directors for P2 Energy Solutions, Inc. and P2ES Holdings, Inc. in 2004 as only employee other than CEO due to successful track record in sales and acquisition and expansion.
- Selected by board of directors to assume interim COO role while continuing as President of International Operations and General Counsel and secured promotion by growing revenues from \$103 million in 2006 to \$156 million in 2008 while increasing EBITDA from \$7.2 million to \$30.8 million.
- Revamped incentive system for senior managers to align with overall revenue and EBITDA targets, solidifying management team built through acquisitions and avoiding cannibalization of products by determining rewards based on overall company performance, not just unit performance.
- Enhanced customer service by revitalizing culture, building cohesive company by recruiting senior leaders from newly acquired companies and convincing Board to implement employee stock option plan.
- Led sale process for company by employing Friedman, Billings and Ramsey as outside investment bankers and employing Kirkland and Ellis as outside counsel, fielding multiple offers, negotiating \$200+ million sale, and introducing new owners to management, employees, and customer base to smooth transition.

Built international operations by leveraging personal contacts to sign software license agreements with global partners and driving technology to keep pace with industry developments.

- Won 3 software license deals in direct competition with SAP, negotiating contracts with Noble, CNX, and Swift, leading international deals, supervising senior VP of sales and senior VP of consulting, and chairing weekly senior manager meetings to oversee sales pipeline and ensure on budget, on schedule delivery.
- Negotiated tens of millions of dollars in new software license, implementation, hosting, and outsourcing agreements, securing contracts with Newfield, Helix, Shell, Chevron, ExxonMobil, Marathon, Anadarko Petroleum, BHP Billiton, Unocal, Kuwait Oil Company, and Qatar Petroleum.
- Increased market share and operational efficiency by championing development initiatives, enabling Enterprise Upstream to operate under various units of measure and overseeing creation of allocation processing and joint venture accounting modules to streamline multi-company project management.

SAP ARABIA, Dubai, UAE

1997-2002

Exclusive distributor for SAP AG with \$50 million in annual sales, serving 19 countries in the Middle East and North Africa.

VICE PRESIDENT & GENERAL COUNSEL

Hired to turnaround operation to profitability, professionalize staff, and improve relations with customers and "parent" company (SAP AG). Set strategic direction, oversaw daily operations and 60+ employees, and held P&L accountability as sole vice president. Set regional sales goals in collaboration with SAP AG regional leader and met with executives in Waldorf, Germany and Paris, France to report expansion progress and learn new product

TARIG ANANI, MBA, JD, JSM

Page 3 of 3 • tarig.anani@stanfordalumni.org • 713.587.0770

PROFESSIONAL EXPERIENCE, CONT.

offerings. Adapted standardized contracts to local requirements in coordination with SAP AG legal department and negotiated and drafted customer license, hosting, implementation, and maintenance agreements.

Achieved \$20+ million in annual net profits on \$50 million in revenues, transforming money-losing operations by targeting national oil companies as anchor clients and building client base across retail, telecom, automotive, and aerospace industries to set stage for sale of exclusive distributorship back to SAP AG.

- Closed one of the largest license sales ever, executing implementations with 2 joint venture companies to secure R/3, mySAP.com, and IS-Oil licenses with Aramco and leveraging this win as a reference client to spur growth in regional license deals.
- Signed first SAP license for a telecommunications company in the Middle East and first and largest retail SAP license in the Middle East, earning "Best ERP Award" from former US Vice President Al Gore in 2002 and winning over accounts by arranging technical presentations and using personal connections.
- Opened offices in Dubai and Cairo, recruiting staff and initiating first SAP license sales to local companies and securing new business by hiring SAP certified consultants with implementation experience from other parts of the world and pairing them with employees knowledgeable in the local culture.
- Led SAP Arabia legal team to arbitration award for tens of millions of dollars before the ICC.

CURTIS, MALLETT-PREVOST, COLT & MOSLE, LLP - New York, NY

1994-1997

International law firm focused on mergers and acquisitions, joint ventures, infrastructure development, and project finance.

CORPORATE ATTORNEY

Negotiated and drafted contracts for cross-border M&A and SEC and NYSE compliance, preparing legal documents, negotiating contracts, and communicating with counterparties and regulatory agencies.

Generated 2000+ billable hours and produced several millions of dollars of new business each year by earning client trust and providing superior service to maintain and improve firm reputation.

- Chosen by managing partner to work with largest client on \$2.5 billion project building new oil refineries.
- Contributed to winning litigation team on foreign sovereign immunity case and negotiated and drafted documents related to sale of Canadian company.

EDUCATION

Stanford University School of Law, **Master of the Science of Law** (Equivalent to LLM), 1994
Member, Stanford International Law Society

Rice University Graduate School of Business Administration, **Master of Business Administration**, 1992

University of Houston School of Law, **Doctor of Jurisprudence**, 1991

University of Houston, **Bachelor of Arts in Political Science**, 1988

LICENSES

Bar of the U.S. Supreme Court, 1995 / Bar of the District of Columbia, 2002

Bar of the Supreme Court of Texas, 1991 / Bar of the Supreme Court of California, 1993

ADDITIONAL ACHIEVEMENTS & ASSOCIATIONS

Marquis' Who's Who in the World, 20th to 25th Editions / Marquis' Who's Who in America, 58th to 64th Editions

Marquis' Who's Who in American Law, 12th to 16th Editions / Who's Who at ETRE, 2003 to 2007 Editions

Publications: Extraterritorial Application of US Employment Laws (CMP International Report, 1995)

Directorships: The Petroleum Place, Inc., P2ES Holdings, Inc., Mail2World, Inc.

Member, Mensa