

Kenneth S. Durham

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Curriculum Vita

EDUCATION

- June 1989** **Massachusetts Institute of Technology**
Cambridge, Massachusetts
Degree: Master of Science in Management
Major: General Management (custom curriculum)
Emphasis: Decision Theory, Management Accounting, B2B Sales & Marketing
Dissertation: “Manufacturer and Customer Perceptions of Independent Agent and Direct Sales Performance”
- May 1974** **University of Texas at El Paso**
El Paso, Texas
Degree: Bachelor of Science with Honors
Major: Electrical Engineering

PROFESSIONAL EXPERIENCE

- 2015 to Present** **Adjunct Professor**
Natural Resource Management Department
Sul Ross State University, Alpine, Texas
- AGB 3310 Special Topics: Oil & Gas Industry
AGB 4308 Natural Resource and Environmental Economics
- 2016 to 2017** **Advisor - Strategic Planning Steering Committee**
Sul Ross State University, Alpine, Texas
Provided project design & framework, work flow, timetables, oversight and editorial support for the Chair of this 13 member steering committee that directed 23 subcommittees with 100+ participants across the campus resulting in the 2017-2022 [SRSU Strategic Plan](#)
- 2007 to Present** **Independent Management Consultant**
Alpine, Texas
Specializing in troubleshooting and turn-arounds of corporate teams and small to mid-sized private and corporate clients. Includes research-based market strategy,

campaign design & execution, business process design and general management guidance.

Current clients are in the health care and information technology services business.

1996 to 2007

General Manager / Director

Microsoft Corporation, Redmond, Washington

Compaq Computer Corporation, Dallas, Texas

At Compaq I had P&L responsibility for \$110million (sales) service delivery and IT consulting operation Texas, Louisiana and Arkansas. Led approximately 250 professionals and support personnel working in sales, service delivery, logistics, business management, finance & administration, vendor negotiation & contract management, call-handling, technical support, escalation management, project management and training.

In 2000 I moved to Microsoft Services to provide the same leadership for their growing Central US Region. In 2004 moved to Microsoft headquarters to help with two massive reorganizations of the WW HQ Services support teams, eventually taking over Enterprise Services Marketing, which was responsible for Enterprise Offering Campaigns spanning initial design through launch as well as running all Customer Satisfaction Surveys across the globe.

1992 to 1996

Managing Partner

Quality International, LLP, Houston, Texas

QI delivered business systems design and quality improvement projects for customers spanning the oil & gas upstream, automotive OEM and heavy equipment industries, focusing on manufacturing, service and distribution.

Worked with a proprietary list of American corporate leaders engaged in various change initiatives

- Provided firm's principal business-systems consulting expertise
- Primary face-to-face representative with client senior management during engagements
- Designed and developed 8 separate product offerings in 18 months including reengineering, process improvement, TQM, ISO 9000, and materials control
- Trained technical & support staff
- Approved sales & marketing product appeals and pricing strategies
- Created and maintained operating and information systems that tracked and qualified over 2,000 targets
- Wrote business plans to raise working capital
- Co-authored practice's premier public-domain book (*The New High-Tech Manager*, Artech Publishing, Boston, 1997; and *Escaping The Maze*, Quantum Institute, Houston, 1995)

1990 to 1992

Chief Operating Officer

T H Hill Associates, Inc. , Houston, Texas

Recruited by the owner of TH Hill (an Inc. 500 Company) to reorganize and direct the turn-around of this privately-held technical support company specializing in engineering design qualification and quality assurance management for industrial-product manufacturers, primarily in the oil & gas drilling & completion field.

- Increased sales 7% while market shrunk 22%
- Designed and installed automated job tracking for improved profitability
- Enlarged product offering to include higher-margin services and widen market scope
- Reorganized company by creating independent sales and operating staffs, yielding better market visibility
- Negotiated company's first international joint venture
- Lead the successful launch of their DS-1 Drill Stem inspection standard which is still the recognized standard throughout the world today

PUBLISHED TEXTBOOKS

Durham, Kenneth & Kennedy, Bruce. **Escaping the Maze: The Redemption of American Management**, 1995, Quantum Institute, Houston (ISBN 0-9649261-0-5)

Durham, Kenneth & Kennedy, Bruce. **The New High-Tech Manager: Six Rules for Success in Changing Times**, 1997, Artech House, Boston (ISBN 0-89006-926-3)

PEER REVIEWED PAPERS

“A Unified Approach to Drillstem-Failure Prevention,” *SPE Drilling Engineering*, December 1992.

“A Discussion of Mechanical Design Considerations for Fracture Treating Down Casing Strings,” SPE 17086, *SPE Drilling Engineering*, September 1987.

“Field Results of Liner Rotation During Cementing,” *SPE Production Engineering*, February 1987.

“Tubing Movement, Forces and Stresses in Dual-Flow Assembly Installations,” *SPE Journal*, December 1982.

INDUSTRY ARTICLES

“How to Prevent Deep-Well Liner Failure,” *World Oil*, two-part series, October – November 1987.

“High-Pressured Adaptation in the Anadarko,” *Drilling Magazine*, January 1983.
“Liner Top Leaks: Causes and Remedies,” *Drilling Magazine*, August 1979.

SERVICE

Alpine Public Library Board, Member 2008 to 2013, Capital Campaign Committee; Treasurer;
Secretary; Board President

Museum of the Big Bend Advisory Committee, Member 2013 to 2017

Center for Big Bend Studies Advisory Committee 2015 to Present

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