

Jack A. Richardson
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Education

Master of Business Administration (MBA) May 2012
Emphases in International Business and Marketing
Arizona State University – W.P. Carey College of Business

Bachelor of Business Administration - Marketing May 2008
New Mexico State University – NMSU Business College

Certifications

Certified Professional Landman (CPL) May 2019
American Association of Professional Landmen

Certificate in Global Oil & Gas Management May 2014
Thunderbird School of Global Management

Professional Land Management (PLM) Certificate August 2013
University of Houston-Downtown

Summary

- ~12 Years work experience as Landman and Petroleum & Mineral Land Services Broker
- Facilitated several hundred acquisitions/divestitures covering over 1,000,000 net acres valued in excess of \$7.5 Billion
- 5 Years work experience in Sales & Marketing for Marketing Agency and Fortune 100 Company

Experience

Landman, Owner November 2012 – Present (~12 Years)
J Bar Cane, LLC, Petroleum & Mineral Land Services – Permian Basin and San Juan Basin focused

- Due-Diligence – Oversee client acquisitions and divestitures of mineral, royalty, non-op, and operated properties
- Finance – Maintain knowledge as to financial modeling, as relevant to A&D, asset management, and valuations
- Negotiations - Identify, pursue, negotiate, and purchase oil and gas leases, farmouts, and other assignments
- People/Project Management – Provide guidance and supervision to support staff (20+ Field Landmen & Abstractors)
- Sales/Marketing – Source, broker, market, and sell “Deals” to industry contacts
- Title Work – Conduct patent to present title analysis, curative, and reporting (Fee, Federal, State, Tribal)
- Prospect Generation – Partner with cross-functional teams to develop Oil & Gas drilling prospects

Market Development Manager January 2011 – December 2012 (~2 Years)
Coca-Cola Refreshments – Phoenix, AZ

- Account Development – Manage territory of 350+ accounts growing YTD volume in first year by 35+%
- Distribution – Strategize and work with supply chain and customers to maintain a lean ordering and delivery process
- Sales & Revenue – Acquire new business, monitor sales numbers, grow volume in existing business

Account Executive – Southwest Regional Manager (Coca-Cola CAMPUS) June 2008 – Dec. 2010 (~3 Years)
Coca-Cola North America/Momentum Worldwide – Phoenix, AZ

- Marketing – Conduct market research, activation, product sampling, social media campaigns, sustainability programs
- Manage Budgets, Expenses, and Deliverables – Submit weekly and monthly reports and status trackers to management
- Regional Manager – Oversee western territory of 4 Marketing Managers covering 17 top 100 Universities

Associations

- New Mexico Amigos, American Association of Professional Landmen (AAPL), New Mexico Landman’s Association (NMLA), Permian Basin Landman’s Association (PBLA), San Juan Basin Landman’s Association (SJBLA), Wyoming Landman’s Association (WLA), Pi Kappa Alpha International Fraternity

References available upon request