

BRIAN R. BROOKS, MBA

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Strategic Communications Executive

Deep Energy Expertise | Versatile Communications Skillset | Agency and In-House Leader

Brian's career spans top global agencies and Fortune-ranked public companies, with a track record of building teams, modernizing brands, managing high-stakes issues and elevating corporate and executive visibility. He brings over 17 years of experience primarily in the energy sector, proven team leadership and a versatile communications skillset spanning media, crisis and issues, marketing and investor relations.

PROFESSIONAL EXPERIENCE

Founder

Current

BrooksPoint Communications | Houston, TX & Cody, WY

A trusted advisor to global energy companies

- Launched a strategic communications consultancy to provide experienced counsel and services to C-suite leaders.

Strategic Communications Advisor, Public & Government Affairs

January 2025 to February 2026

Exxon Mobil Corporation | Spring, TX

Fortune 10 energy company; world's largest publicly traded oil and gas company

- Recruited as the first business communications leader in a newly created function within Public & Government affairs department to support each of ExxonMobil three business lines.
- Led communications strategy for ExxonMobil Low Carbon Solutions, shaping the narrative for carbon capture and storage, hydrogen and lithium businesses.
- Partnered across policy, socio-economic, government relations, marketing and media teams, and global sites and affiliates, to drive integrated communications planning, manage issues, align messaging and advance corporate strategic priorities.

Head of Global Marketing and Communications (Senior Director)

June 2021 – January 2025

Nabors Industries | Houston, TX

NYSE-listed oilfield service and energy technology company with 10,000 employees across 15 countries

- Reported to Chief Administrative Officer, serving as a trusted advisor on board communications, annual and sustainability reporting, shareholder engagement and company-wide growth strategy.
- Recruited to rebuild and modernize the global marketing and communications function; built and led a 12-person international team spanning brand, marketing and communications.
- Led department's pre-close integration planning for Nabors' \$472 million acquisition of Parker Wellbore, including team and redundancy planning, and brand and portfolio alignment, while managing acquisition related communications.
- Architected the "Innovating the Future of Energy" brand platform, repositioning Nabors as an energy technology leader; launched new website, refreshed all collateral, and drove 1,152% growth in LinkedIn views and 28% growth in web traffic.
- Partnered with Investor Relations to deliver Nabors' first Analyst Day in five years, earning strong investor feedback and elevating the company's new strategic narrative.
- Announced seven clean energy venture investments, shaping messaging, thought leadership and media coverage to evolve the corporate brand; advised Nabors through both SPAC transactions, NETC and NETD, managing public launches, media relations, website launches and related communications activities.
- Implemented the company's first lead-generation and marketing return on investment (MROI) framework, achieving 1,448% MROI in Q2 2024, a nearly 200% increase from the prior quarter.
- Designed and executed Nabors' first integrated digital marketing campaign, driving over 500% landing page growth through earned media, targeted ads and multilingual digital content.
- Built a proactive media relations function, securing coverage in Axios, Bloomberg, Forbes, Financial Times, Houston Chronicle and others; promoted major technology milestones including the world's first fully automated land rigs.
- Revived and executed Nabors' first Customer Day in five years, hosting 200+ customers and partners at Minute Maid Park.

Progressive roles culminating to US Vice President, Energy + Industrials

August 2017 – June 2021

Hill+Knowlton Strategies (now Burson) | Houston, TX

Top global public relations firm with 80 offices in 40 countries; owned by WPP, the world's largest advertising company

- Advised global energy and industrial clients generating \$1M+ in annual revenue; drove agency growth by expanding existing client engagements, contributing to new business pitches globally and originating new clients.

- Won and led US strategic communications for Australia-based HYZON Motors during and after its NASDAQ listing, elevating the company's profile in the hydrogen mobility sector; effectively collaborated with multiple agencies and client teams across three continents to successfully take the company public.
- Secured consistent top-tier media coverage in outlets like Axios, Bloomberg, CNBC, Forbes, WSJ and others for clients including Deloitte's Oil, Gas & Chemicals practice, Oil & Gas Climate Initiative (OGCI) and OGCI Climate Investments.
- Media trained senior executives – including former BP CEO Bob Dudley during his tenure as OGCI's Chairman – and regularly traveled to train US energy clients on crisis communications response and high-stakes communications.
- Counseled clients through crisis incidents, including a fatal wellsite accident that killed five workers, a chemical facility fire with one fatality, and an industrial mining incident raising significant community groundwater concerns.
- Led North America marketing for Victaulic, the world's largest mechanical pipe-joining manufacturer, launching 12+ products and increasing media coverage by 150% over the prior agency's performance.
- Elevated Sunnova Energy's national profile, securing Bloomberg TV and other media coverage across priority markets.
- Contributed to Greater Houston Partnership's Amazon HQ2 bid through executive summary development and messaging.
- Other clients: Ara Partners, Bayou City Energy Partners, Castleton Commodities, Extraction Oil & Gas, Fairmont Santrol

Progressive roles culminating to Associate Director

September 2009 – September 2016 EnerCom,

Inc. | Denver, CO

Forbes-recognized management consulting firm specializing in energy and investor relations

- Managed investor relations and marketing programs for public and private oil & gas companies and financial firms.
- Developed and executed a strategic communications campaign contesting a \$15.6B merger, successfully driving a \$605M increase in purchase price.
- Secured 100+ media placements for clients across print, online, and broadcast news outlets.
- Coordinated CNBC's Jim Cramer for on-site interviews on a client's drilling rig in the Gulf of Mexico.
- Clients included Cabot Oil & Gas, NGP, PDC Energy, Range Resources, WPX and Whiting Petroleum.
- Founding team member of Oil & Gas 360.com; grew site to 100,000+ viewers per month and \$250,000 yearly ad revenue.

Contributor

May 2009 to August 2009

Hart Energy | Remote

- Wrote articles about oil and gas trends for a leading industry publication while attending Texas Tech University.

EDUCATION

MBA, University of Denver – Daniels College of Business (2015)

BA, Texas Tech University – College of Media and Communication (2009)

CERTIFICATIONS

Enhanced Communications & Advocacy Skills Training; UT Austin & ExxonMobil (2025)

FEMA ICS-100: Introduction to Incident Command System (2017)

AWARDS

Rising Star Award in Public Relations – Business Insider (2020)

Contributed to EnerCom's recognition as One of America's Best Management Consulting Firms – Forbes (2016)

REFERENCES*

Gentry Brann, Global Head of Communications, ExxonMobil

Eric Moses, Vice President, Corporate Affairs, Oxy

Jade Strong, Chief Administrative Officer, Nabors

**Contact details available upon request*