

**Profit-producing Technologies Integration Strategy Leader**

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**VALUE PROPOSITION**

Digital Transformation Executive Leader recognized for conceiving and integrating profit-producing strategies for globally renowned organizations using business intelligence, technology platforms, and an entrepreneurial mindset. Considerable record of achievement as an entrepreneur, conceiving and establishing successful businesses, as well as, driving significant change within established organizations. Reputation for having a consultative approach in identifying strategic direction, analyzing current tools and pain points, and proposing creative technology-based solutions to achieve substantial ROI. Global vision and team collaboration, as a bilingual and bicultural dual US and French citizen with over two decades experience in the USA.

Passionate about technology innovation and integration with the ability to clearly articulate complex offerings in simple terms. Has demonstrated an ability to build and lead diversified performing teams. A driven solver and a talented communicator with a pragmatic managerial style.

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**ACCOMPLISHMENTS**

- The project I started at Baker Hughes from a half page description I was given in 2011 was nominated for the 2014 World Oil Award for innovative software design and deployment.
- Delivered the first ever flawless integrated game information system in the history of the Olympics Games, in time and in budget despite all the perturbations 9/11 created for the largest sport event in 2002. The 2002 Salt Lake Olympics Information system became a reference for all the one to come.
- Won 2008 Houston Fast Tech 50 Companies after starting Globalogix in 2004.
- Developed a detailed study for the French President about the latest technological trends to adopt in order to build the new National French Library announced on 14 July 1988 by President Francois Mitterrand.
- Took part of the delegation sent by the College de France (France's most prestigious research establishment) to the Japanese Ministry of International Trade and Industry to foster innovation and creativity among Industrial Japanese Research Laboratories.

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**UNIQUE BLEND**

**Holistic view of Technology:** – New Technologies – Artificial Intelligence – Blockchain – Cyber Security – Data – Cloud – Edge | Risks & Opportunities Evaluation

**Systemic Approach** for large scale integration projects: Identification then Focus of Internal and External Influencing forces around a company to deliver optimal value

**Digital Transformation:** Addressing – Cultural Shift – Generational Divide – Systems of Trust

**Diversity:** – Bi-Cultural French American – Entrepreneurial – Creativity

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|------------------------------------|---------------------------|--------------------------|
| ▪ Digital Transformation           | ▪ P&L Management          | ▪ Account Management     |
| ▪ Enterprise Digital Strategy      | ▪ Financial Forecasting   | ▪ Problem Resolution     |
| ▪ Technology Infrastructure Design | ▪ Budget Planning         | ▪ Change Leadership      |
| ▪ Creative Thinking                | ▪ Business Development    | ▪ Innovation             |
| ▪ Team Leadership                  | ▪ Sales & Marketing Plans | ▪ Technology Integration |
| ▪ Consensus Building               | ▪ Relationship Building   | ▪ Systemic Thinking      |
| ▪ Strategic Planning               | ▪ Business Networking     |                          |
|                                    | ▪ Contract Negotiations   |                          |

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## AWARDS & RECOGNITIONS

Nominated 2014 World Oil Award for innovative software design and deployment  
Society of Petroleum Engineers Regional Management & Information Award 2011 & 2020 Gulf of Mexico  
Society of Petroleum Engineers Regional Service Award 2009 Gulf of Mexico  
Winner 2008 Houston Fast Tech 50

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## EDUCATION & TRAINING

Executive Program, Finance & Accounting  
**Rice University**, Jones Graduate School of Business, Houston, TX, **2014**

BSBA, Management Information Systems and Computer Science  
**Boston University**, Boston, MA, **1985**

Strategic Thinking and Execution Skills Methodology,  
**Venturist Prometheus Academy**, Montgomery, AL, **2003**

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## BOARD OF DIRECTORS

**Flimp Media**, Private Company, Employee Benefits Communication Solutions,  
Board of Directors 2020-Present

**Noven**, Private Company, Internet of Things with Edge Analytics,  
Board of Directors 2018 – 2019

**Globalogix**, Private Company, Information Based Engineering Solutions,  
Board of Directors 2004 – 2007

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## PROFESSIONAL EXPERIENCE

**Endeavor Management, Houston, TX** **Apr 2020 to present**  
**Digital Transformation Team Lead**  
Brought in to build a digital practice within the consulting firm.

**NOVEN, Inc. Houston, TX** **Jun 2018 to Dec 2019**  
**Interim Chief Executive Officer, President and Board Member**  
Brought in by the board of directors (chaired by former Weatherford CEO) of this start-up to relaunch the company after a false start in June 2018. Identified strategy and action plan to develop the company and got it approved by the board.  
*At Noven we make life of people in the oil patch more environmentally responsible, safer and more efficient; developing physics-based edge analytics to optimize field equipment as well as personnel allocation and inter-communication. Achieved building a team of a dozen experts to deliver a minimum viable product and sales by end of 2019.*

**ENERGY EMBASSY, Houston, TX** **Nov 2017 to Jun 2018**  
**Digital Transformation**  
Independent consultant supporting operators' Digital Transformation planning and implementation:

**Execution Strategy:** planning, orchestrating, and contributing to the development and execution of the company's strategic technologies so that it aligns with the broader business goals in an innovative fashion to transform its business outcome.

**Implementation:** Scoping, Process review/redefinition, Identifying the most relevant processes and technologies and their fit for efficient and secure integration, Deployment management with identification of proper metrics to deliver digital goals.

Client: Hunt Oil, Dallas, TX [Independent Oil Company]. Interviewed all key groups of the company, build a consensus on the importance of Digital Transformation, identified building blocks necessary to build digital transformation on. Process and structure of the company reviewed as an initial step.

**WEATHERFORD, Houston, TX**

**Oct 2016 to Nov 2017**

**Strategic Business Development Director**

Asked by former Baker Hughes CTO who joined Weatherford to develop a plan for a Digital Transformation offering mixing IIoT (Industrial Internet of Things), Analytics, Big Data, Physical Simulation Modeling Software and Process Workflows based on Weatherford software portfolio, services and hardware to better support customers.

- Simplified and maintained company software price book to clarify pricing and solutions for clients globally and maintain a competitive edge. Developed and presented to the C-suite a financial model to include Software as a Service (SaaS) as part of the offering which has been adopted.
- Introduced new product to prospective users and steered key initiatives with main clients in business context.
- Reach to potential customers to understand their challenges with existing solutions to tailor and introduce offering to them; identified direction for future software product offering as a result.
- Successfully managed ongoing partnerships and negotiations with potential partner to strengthen the company software portfolio from top Fortune 500 to startups. Obtained a 20% reduction on the initial offer with a major software provider.

**BAKER HUGHES, Houston, TX**

**Jan 2011 to Jul 2016**

**Senior Digital Oil Field Advisor (Feb 2014 to Jul 2016)**

Promoted from previous role to lead the process to identify and evaluate internal digital asset capabilities and build an execution strategy from the enterprise strategic goals as a single point of coordination with short and midterm goals to balance, reporting to the CTO.

- Built consensus across cross-functional groups and integrated effective technology solutions to achieve strategic planning goals, such as identification of Industrial Internet of Things opportunities in terms of technology readiness assessment and ROI of potential projects. Demonstrated fluidity, speed, and initiative in an unstructured context.
- Oversaw Digital Oil Field projects from client engagement to proposal bids, including global review of Management Information System to support production optimization workflows from IT architecture to Collaboration Center design of \$1 billion multiphase initiative for National Oil Company.
- Facilitated Steering Committee to jointly define Research & Development projects with key account.
- Aligned cohesive, multifunctional group to develop open source code management for entire company, overseeing integration efforts of 500+ developers around the globe.
- Invited international speaker; built and maintained relationships with key customers.

**Digital Oil Field Advisor (Jan 2011 to Feb 2014)**

Conceptualized and coordinated development of Situational Awareness Platform: remote security, safety and operation workflow supervision and coordination with real-time audio, video and data integration. Started as IO-hub contractor before accepting fulltime employment at end of contract.

- Capitalized upon entrepreneurial thought process to creatively guide integration of software across global environment with application currently deployed in dozens of sites.
- Nominated for 2014 World Oil Award for innovative software design and deployment.
- Acted as a thought leader and a change agent to champion the platform to various internal groups.

**IO-HUB, Houston, TX**

**Apr 2009 to Feb 2011**

**CEO and Founder**

Encouraged by CEO of former employer decided to develop a visionary software for oil and gas industry to provide real-time event diagnosis for complex analysis and optimal drilling and production.

- Presented information in most actionable format resulting in advanced decision making and significant increase in ROI for operators and service company.

- Among others, gained contract with Baker Hughes, resulting in recruitment to full time employment.

**MERRICK SYSTEMS, Houston, TX**  
**Vice President, Corporate Development**

**Apr 2007 to Feb 2009**

Held major role in rapid growth of software company serving at the time 100+ oil and gas companies across USA, Americas, Europe and South East Asia. Identified investors, collaborating with CEO to prepare investor disclosures and support expansion through strategic planning process involving sales channel development, market penetration, and value selling.

- Contributed to the 72% increase in revenue during tenure with staff almost doubling in size.
- Captured major contracts with Total, PDDO/Shell, and Saudi Aramco and forged partnership to expand software deployment (SAIC) and penetration (OSIsoft).
- Spearheaded joint venture with QinetiQ; negotiated technical and commercial aspects of agreement.

**GLOBALOGIX, Houston, TX**

**Sep 2004 to Apr 2007**

**Board of Directors, Chief Technology Officer (CTO) and Co-Founder**

Along with two partners, led startup efforts for emerging enterprise providing oil field control and automation services delivering actionable information to improve efficiency, productivity, and profitability. Held direct responsibility in architecture of technical offering and in aligning technical options to corporate goals. Served as a member of the Board of Directors with integral input in long-range planning, investor onboarding and ongoing refinement of growth strategy.

- Fully engaged in company funding with presentations to many investment firms resulting in successful launch of the company with proper funding.
- Increased staff from three initial stakeholders to 50+ employees due to significant growth in client ROI and subsequent software deployment across more sites.
- Won 2008 Houston Fast Tech 50 Companies due to dramatic company growth.

**SCHLUMBERGER, Houston, TX**

**Oct 1998 to Jul 2004**

**Solutions Manager, Schlumberger OFS North and South America (May 2002 to Jul 2004)**

Once Schlumberger acquired SEMA Group, asked to join a team of thought leaders to create a competitive edge for the enterprise and define a Digital Oil Field vision. Charted direction to support solution-oriented, real-time technology services at a corporation with 100,000+ employees in 85 countries.

- Promoted Data Consulting real-time production offering from pre-sales and integration viewpoints.
- Championed new concept and develop integration opportunities.
- Supported local sales force in client presentations, technical analysis, cost proposal, and responses to RFP, and assisted team members in analyzing client needs and establishing realistic expectations.
- Strengthened perception of organization within industry as an influential leader.
- Created customer loyalty through deployment of two off-shore real-time production installations.

**Info Diffusion Supervisor, SchlumbergerSEMA Salt Lake Olympic Committee (Mar 1999 to Apr 2002)**

Managed and integrated Internet feed and heterogeneous Intranet system for Olympic Games, contributing to the growth of the IT Department from 20 in 1999 to more than 1,300 at Games time; working a matrix organization with multiple levels of leadership and strong executive presence (Olympic Board, Sponsors).

- Delivered live and static data along with emails and message board content to 20,000 accredited users on 800 terminals spread over 22 venues.
- Ensured ongoing security of IT operations, interfacing with FBI and Secret Services to ensure proper readiness.
- Interfaced with US Air Force, National Weather Service, to ensure coherent weather service.

**Project Manager, SEMA Group Business Systems WebTech, Paris, France (Oct 1998 to Mar 1999)**

Oversaw multiple IT projects; Recognized for major client project achieving deadline and budget.

**BETTER WAY, Paris, France**  
**General Manager and Founder**

**Apr 1988 to Oct 1998**

Oversaw P&L, strategic planning, and business development for multimedia systems integration firm. Led organization growth, including multiple major customers.

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**ADDITIONAL EXPERIENCE**

**Master Class Guest Lecturer PTE599 Petroleum Infomatics 2018**

USC University of South California Viterbi School of Engineering:  
"System Challenges and Barriers to Adoption"

Member since 2010 of the **Houston InfraGard** section, a partnership between the FBI and members of the private sector to enhance the protection of Critical Infrastructure.

**Guest Professor, Paris, France 1988 - 1998**

Taught graduate courses on ergonomics, user interface, and access to multimedia information leading to presentation skills at DESS Paris Dauphine University; IMAC Paris Sorbonne University; and DEA INSTN (National Science and Technical Nuclear Institute).

**Presenter / Speaker**

Delivered over 200 presentations at various national/international conferences and trade shows in Paris, Nice, Wiesbaden, Washington, New York, Houston, Florence, Abu Dhabi, Dubai, Muscat, and Tokyo.

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**MEMBERSHIP AFFILIATIONS**

**TiE** (The Indus Entrepreneurs), Fostering Entrepreneurship Globally,  
Board Member, Houston Chapter 2014 – 2016

**Society of Petroleum Engineers** (SPE) International, Digital Energy Technical Section,  
Board Member and Events sub-committee chair 2011 – 2016

**Society of Petroleum Engineers** (SPE) International, Management and Information Technical  
Board 2012 -2015 | 2018- Present

**Society of Petroleum Engineers** (SPE) Gulf Coast Section, Digital Transformation Study Group  
Founder and Chair 2018 - Present

Various leadership roles, including Executive Committee for Digital Energy Conferences; Co-chair, Digital Energy Conference, Various Technical Committee raising \$100,000+ for scholarships