

Wednesday, May 8, 4-7 p.m.

Blue Onyx Bistro - Executive Room

4720 Richmond Ave, Houston, TX 77027

# 2019 OIL & GAS GLOBAL MARKET INSIGHT AND STRATEGY WORKSHOP

An Intimate Session Combining Industry Analysis with Business Development

The Offshore Technology Conference (OTC) annually draws over 60,000 attendees from over 100 countries around the world to showcase and promote their products and services. The goal of this workshop is to empower you with expertise and tools to maximize you ROI in business development. Specifically, you will:

- ▶ Get personalized coaching from industry and marketing experts in an intimate setting;
- ▶ Gain insights on current and projected global oil and gas industry trends;
- ▶ Learn about the latest oil and gas trade show and B2B marketing strategies.

Participants will be matched with expert coaches at a 2:1 ratio based on background and experience, designed to provide the ultimate hands-on interaction.

Participation is limited to only 20 in this very private event. Fee for this exclusive opportunity is \$200 per person. Book your reservation immediately to assure your space: <https://otcinsights.eventbrite.com>

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ONLINE

## ORGANIZERS



# COACHES



**Charles Knobloch**  
Past OTC Program Chair



**Dr. David Hansen**  
Past Chairman of SPE Conference



**Dr. Scott Shemwell**  
Managing Director of  
Rapid Response Institute



**Willy Verbrugghe**  
Chairman of Transcap



**Dr. Rong Shu**  
Chairman of iGeo LLC



**Mayra Addison**  
Mentor at Global  
Energy Mentors



**Dr. Sunny Zhang**  
President of Z LAB Global



**Hiatt Ives**  
CEO of Show Dynamics



**Brian Bearden**  
CEO of Upstream Marketing



## CHARLES KNOBLOCH

Patent and IP Attorney  
Past OTC Program Chair

Charles Knobloch has spent over 35 years in the industry, over twenty of those years at Conoco-DuPont, including six years in Indonesia. Throughout his career, he has served in roles bringing together management of government, legal, and technical issues with purpose to enhance economic progress. His aspiration is to provide frameworks for step-change attraction of global investment in technology and oil & gas, including effective reduction of harmful regulations.

Charles Knobloch has been selected by his peers for inclusion as a The Best Lawyers in America 2017 Member, College of the State Bar of Texas. In government affairs, he is a past Chair of the State of Texas Board of Professional Geoscientists, designing and leading zero-based review of all agency regulations. He has advised on strategic oil & gas legal frameworks. He has been chair of the prestigious U.S. Bar-European Patent Office Liaison Council; 2016 Vice Chair of the International Patent Law & Practice Committee and 2016 Chair of the Subcommittee on Patent Enforceability Worldwide, Intellectual Property Owners Association; past Board Member -Michigan Technological University, Industrial Advisory Board; past Chair, M.D. Anderson Cancer Center Network. Mr. Knobloch is admitted to practice law before the United States Court of Appeals for the Federal Circuit, the United States District Court in the Southern District of Texas, admitted Patent Attorney to Practice before the United States Patent and Trademark Office, and admitted Attorney & Counselor at Law, State of Texas. U of H (law), Dip. Int'l Law -Russia (USD), European Community Law -Spain (College of William and Mary), Michigan Tech (Applied Geophysics, with honor).

Early in his career, he received the Society of Exploration Geophysicists -Roy Lindseth (Teknica) scholarship, the founding Michigan Tech Faculty Citation for his advancements in geophysics computing technology, as well as the Simon Frank Petroleum Law Scholarship. He is also the recipient of the DuPont Engineering Excellence Award for advancements in seismic processing imaging technology and holds several patents in various technologies, including image processing, magnetostrictives, enhancing reservoir production, and geothermal.

In petroleum exploration, he added gas reserves in Indonesia. He served on their oil exploration Finding Leadership Team. Mr. Knobloch was the 2018 Active Arena Chair, chair of the Program Committee for the 2017 Offshore Technology Conference and serves on the Oversight Committee for Offshore Technology Conference Asia, held in Malaysia. Past Program Manager-DeepLook Consortium.

Past CEO of a company held by institutional investors to use NASA and Los Alamos patents for multi-phase oil & gas flow measurements using swept frequency acoustic interferometry. Inductee, Academy of Geological and Mining Engineering and Sciences. Past Finalist, Outstanding Young Texans (Jaycees), losing to now-Texas-Governor Greg Abbott.

He resides in Katy, Texas, near Houston. Advanced Amateur Radio license: KK5MS, x-YB0ANA, x-WB8UEH, past US commercial radiotelephone license. Advisory Board, Special Life Network. Hobbies: legal systems (oil & gas, intellectual property), complex adaptive systems, digital neural systems, and advanced computer programming, plus iPhone apps.



## DR. DAVID R. HANSEN

Chairman of MIT Enterprise Forum of Texas  
Chairman of SPE Conference (2013 & 2014)  
President of SBC Polymers Consulting

David received a BA in Chemistry from Whitman College and a PhD in Chemical Engineering from UC Berkeley in 1975. He spent 6 years in the California National Guard and left the Guard in 1975 as a 1st Lt.

David spent 33 years working for Shell Chemical and Kraton Polymers developing new applications and markets for styrene block copolymers in various technical, business, and management positions. He has over 20 patents granted to him relating to styrenic block copolymers. David, and groups that David has managed, were responsible for developing new products and applications that resulted in more than 50 million dollars/yr of sales.

David is now Chairman of MIT Enterprise Forum of Texas, Chairman of the 2013&2014 SPE International Polyolefin Conference, President of SBC Polymers Consulting, on the board of the South Texas SPE chapter, member of the Houston Cyber Technology Task Force, and a mentor in the Global Energy Mentors organization which helps startup companies in the Energy area.



## DR. SCOTT SHEMWELL

Managing Director of Rapid Response Institute

Dr. Scott M. Shemwell is an acknowledged authority and thought leader in field operations and risk management. He has over 30 years in the energy sector leading turnaround and transformation processes for global S&P 500 organizations as well as start-up and professional service firms. He has been directly involved in over \$5 billion acquisition and divestitures as well as the management of significant global projects and business units. He is the author of six books and for over a decade, he and his firm have helped clients adapt to the dramatic changes impacting global energy and heavy industry sectors.



## WILLY VERBRUGGHE

Chairman of Transcap  
Chairman of Belcham  
Past Chairman of MITDC  
Board Member World Chamber of Commerce

Mr. Verbrugghe is the ex-chairman of the city of Houston Mayor International Trade and Development Council for Europe. He also served as the Chairman of the Belgian American Chamber of Commerce of Texas and the Southwest and as Chairman of TransCap, a company helping young entrepreneurs take their start up to the next level.

He is currently serving a second term on the board of the World Chamber of Commerce of Texas which is like an umbrella organization above the 40 International Chambers of Commerce operating in Houston and foster international trade and investment for Houston and Texas.

Mr. Verbrugghe worked for Westinghouse for seventeen years where he built Nuclear Power Plants in Europe and around the world, and was responsible for the transfer of nuclear technology to seventeen licenses around the world. He subsequently ran six companies as President and CEO, all in the Industrial Manufacturing Technology arena with more than 200 operations and profit and loss centers in over 186 countries around the world and leading more than 20,000 people in quality value creation. He has since become a serial entrepreneur and started and developed four technology driven companies before he retired in 2014. He has been chairman of 19 companies and/ or joint ventures.

Mr. Verbrugghe was born in Belgium, has five masters degrees in Electronics Engineering and Semiconductors, Nuclear Sciences, Technology, and Radioprotection, Business, Administration & Finances, International Marketing, and Operations Optimization. He is now retired but has lived in five countries, travelled the world many times over, and been married for forty five years with his best friend. They have three children, and he is now Chief Spoiling Officer (CSO) of their nine grandchildren.



## DR. RONG SHU

Chairman of iGeo LLC

Dr Shu has a master's degree in computer science and a PhD in physics. He has been working in the energy industry for more than 20 years. He has worked for Halliburton, RSI in the past as manager and senior researcher. In 2011, Dr. Shu founded iGeo. Since then, he and his team have helped Chinese and American companies evaluate producing assets as well as exploration and development projects by using their expertise in multiple technology integration.

In 2014, he drilled the first well with production of 400 barrels a day; In 2016, the second well was drilled and produced with 480 barrels of oil a day; in 2018, the third well was brought to production with 610 barrels of oil a day.

Besides his successful discovery in oil & gas, Dr. Shu believes technology is the key to reducing risk. He is a technology enthusiast. Dr. Shu is the founder and the architect of iMOSS, which is the leading Rock Physics software in the industry. He also achieved the National Science Breakthrough Award in 1999. He has published more than 15 papers and holds several patents.



## DR. SUNNY ZHANG

President of Z LAB Global

Dr. Sunny Zhang is the founder and president of Z LAB, a full-service global marketing consultancy delivering optimal ROI by integrating research, strategy, and implementation. She is also an Associate Professor in Marketing at the Cameron School of Business, University of St. Thomas.

Dr. Zhang has 20 years experience in consumer and organizational behavior, demonstrated by her pioneering work on e-commerce as well as her groundbreaking experiment on social networks. She has conducted extensive research and developed effective strategies for numerous local and international businesses and organizations. She received her PhD in Marketing and her Master of Business from the Kelley School of Business, Indiana University, and her MS in Applied Psychology from the Chinese Academy of Sciences.

With her dedication to collaboration across borders, Dr. Zhang has been playing an important role in cultivating network connections among the global business community. She serves on the board of several leading international not-for-profit organizations, such as the University of Texas at Austin's China Public Policy Center. She also frequently appears at international conferences as a speaker and a moderator.



## HIETT IVES

CEO of Show Dynamics

Hiett Ives left the corporate world after 15+ years to go full time with his own business marketing company, Show Dynamics. With his domestic and international corporate background, he now helps entrepreneurs and established businesses and organizations increase their marketing success through effectively exhibiting at business-to-business trade shows.

As the author of *That Ain't Not Right – The Use and Abuse of the English Language*, Hiett also supports his clients by improving their written messaging through developing and upgrading their website copy, newsletters, collateral material, C-suite correspondence, and social media copy. He does this for numerous companies in a wide variety of industries.

Hiett is a much sought-after keynote speaker, with primary topics including:

- A fast paced, interactive and often humorous audience participation session addressing the Uses and Abuses of the English Language
- An oral delivery of all or part of his upcoming book *The Use & Abuse of Trade Shows – From the Exhibitor and Attendee perspective*.



## BRIAN BEARDEN

CEO of Upstream Marketing

Brian Bearden, owner of Upstream Marketing, helps his clients to determine their target market and how to best reach them. Before starting his online marketing and web development career in 2001, he worked for a number of Fortune 500 companies handling marketing and sales initiatives.

His 20 years of experience with Fortune 500 companies have given him a unique perspective on business management and sales. Many of the tools and much of the marketing and sales development training available at that level can have profound benefits for small- and medium-sized businesses. Being the owner of Upstream Marketing gives him the opportunity to share his experience to the benefit of his clients and the community.

Brian and his team of designers and programmers work with startups to multinational companies. Upstream Marketing as the name implies specializes in working with industrial, oil and gas companies. With over 17 years' experience with oil and gas companies, Upstream Marketing is a leader in industrial online marketing.

He recently wrote a book titled 52 Tips To Turn Your Website Into A Sales Machine which became an Amazon Best Seller. His goal behind the book was to help business owners understand the power of online marketing.



## MAYRA ADDISON

Mentor at Global Energy Mentors (GEM)  
UST Professor

Mayra H. Addison teaches Energy and Environment, a Sustainable Approach, at the Cameron School of Business, University of St. Thomas, and is a Mentor at with the Global Energy Mentors (GEM) in Houston. She has taught as an adjunct Professor for the Masters in Integral Development at Catholic University since 2012.

Prior to teaching, Mrs. Addison advised multilateral investment agencies, government and private utilities on a vast range of issues from overall sector restructuring strategies to specific technical, operational, regulatory, contractual, and transactional aspects. With solid knowledge of the economic, social and cultural framework of Latin America and some countries in Africa, Mrs. Addison conducted several transactions involving the introduction of private sector to traditionally state-owned electricity and other infrastructure systems.

The projects, most of them funded by multilateral organizations entailed assisting governments to generate strategies for private sector development in the energy and other sectors, analyzing performance data to identify potential for investment or divestiture, creating an enabling regulatory framework to stimulate investment, improving tariff setting methodologies, strengthening the capacity of government institutions and developing a sustainable implementation strategy. Some of the projects involved establishing strategic partnerships with business leaders, non-governmental organizations, foundations and donors.

As a manager of these projects Mrs. Addison was required to use sound judgment and communicate effectively with clients when advising on structuring concession contracts, capital investment structures, joint-venture agreements, valuation, asset assessment, tariff adjustment issues and base price of companies being sold in competitive bids. Prior to teaching, Mrs. Addison worked at Stone & Webster as an Associate Director at the International Finance Corporation (IFC) as an Investment officer and at Coopers & Lybrand L.L.P as a Senior Consultant. Mrs Addison received her MBA from the University of California at Berkeley, Walter A. Haas School of Business and her industrial engineering degree from the Universidad de Buenos Aires, Facultad de Ingeniería.

### **Who Should Attend?**

CEO's, COO's, CMO's and owners of Oil & Gas Companies who are exhibiting in or attending OTC as well as other domestic and international Business to Business (B2B) trade shows.

Please Note – This is a very small and focused session to ensure maximum effectiveness for each attendee. Space is limited to 20 participants. Please register immediately to assure your place.

Please feel free to call us at 713-905.0518 or email [megan@zlabglobal.com](mailto:megan@zlabglobal.com) with any questions you may have. We look forward to seeing you!

Register online here: <https://otcinsights.eventbrite.com>