

WILLIAM A. BARTLING
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<http://billbartling.com>

OBJECTIVE Executive, Consultant, Geoscientist

Executive leadership or strategic consulting position with growing entrepreneurial firm focusing on leading edge technologies.

- SUMMARY**
- 17 years experience with Fortune 100 Energy companies
 - 8 years experience with software and hardware providers
 - Established entrepreneur
 - Over 20 years in management with a focus on commercialization, market positioning and operations optimization
 - Strong technical background in information technology
 - Recognized expert in information technologies and market strategy
 - Recognized expert in California Geology
 - Recognized expert in advanced analytical geological and geophysical methods
 - Frequent presenter in symposia, radio and television
 - Pioneer and accomplished in creating and managing global virtual teams
 - Strong P/L background
 - Established industry visionary
 - Over 40 articles in print on application of technology to the energy market (please see <http://billbartling.com/publications.htm>)

EXPERIENCE *Current Aspectus Energy, Bakersfield, California*
Founde and, President

Founder and principal of new energy exploration, production and technical consulting company focusing on the application of high end technology to the discovery and recovery of hydrocarbons through asset acquisition/operation and technical consulting. Working with a technology client to provide advanced geological and geophysical technical analysis in exchange for equity in discovered fields.

Consulting engagements include an industry leading energy technology company, a startup software company, a major computing company, three established but emerging E&P technology companies and a new E&P startup company. Have completed contracts with a midsize energy company, a major Fortune 100 company a Fortune 10 company and a small energy software company.

Recently named to the Energy Consultants team for Vantage MarketPlace, a subsidiary of Goldman Sachs Investments Group.

Retained by IDC/EnergyInsights to produce IT infrastructure update for the energy industry. Focus is the real impacts on business metrics. To be published first quarter 2007.

Current *Viszual. LLC, Davis California*

Founder and CTO

Principal in new medical imaging company responsible for business planning, fund raising and software development.

Current *Ambrose Oil and Gas*

Founder and CTO

Startup E&P company leveraging state of the art technology to accelerate prospect development and increase discovery success rates.

Current *Aspectus Investments, Bakersfield, California*

Founder and Partner

Managing investments in real estate and urban renewal in economically distressed areas.

Current *SciFrame, Inc., Bakersfield, California*

Chairman of the Board and CEO

SciFrame builds and markets collaborative scientific computing software catering to the energy and healthcare industries.

5/2003 – 9-05 *Silicon Graphics, Mountain View, California*

Sr. Director, Market Strategy

Managed strategic marketing and business development for Energy and Sciences industries around the world and participated in industrial cross fertilization of technologies between energy and defense.

4/2001 - 5/2003 *Silicon Graphics, Mountain View, CA*

Director, Global Energy Solutions

Set global strategies, managed partner/customer strategic relationships and revenue (between \$20 and 100 million, managing a virtual, global team.

11/1999 - 4/2001 *SciFrame, Inc. Bakersfield, CA*

President/CEO

Technology startup - focused vision, directed message and viable markets, including a new market in biotechnology. Presented to the investment community, technology partners and key customers raising funds through second round from angels and institutional investors. Company is executing pilot installation with a National Oil Company. Responsibilities included strategic positioning, technical product definition, and business development, interfacing with investors, customers and partners.

1/1998 - 9/2000 *Occidental Oil and Gas, Bakersfield, CA*

Manager, Technical Computing

Reported to VP of Exploration, EVP of Worldwide Operations and the CEO. Set strategy, architected solutions and implemented technology for global E&P for three-year plan to upgrade the technology infrastructure. Identified and implemented advanced technology to support business re-engineering, leveraged relevant technologies to support technology-based growth plan. Implemented overhaul of technical computing infrastructure

including data management, networks, desktop computing, technical applications and collaboration based on immersive visualization centers. Pioneered the use of multi-dimensional modeling and analysis. Built a diverse, partner-based, distributed R&D department for earth modeling, visualization, communications and artificial intelligence.

12/1995 - 8/1997 CogniSeis Development, Houston, TX

Sr. VP Software Engineering

Managed three software development centers in Houston, Texas, Calgary, Alberta and Boulder, Colorado, creating state of the art technical applications for the energy markets. We successfully adapted medical imaging technology into the energy market, the first in the industry to do so, resulting in industry-wide acceptance and cloning by all the major vendors. Responsible for development schedules, products, release schedules, managing budgets and interfacing with customers through the sales department. Active in marketing, selling the company in 1997.

*11/1992 - 12/1995 Chevron Petroleum Technology Company, La Habra, CA
Team Lead*

Managed teams of research scientists (15-30) involved in creating new technologies for business units. Joined "The Lab" at a time where significant cultural change was moving the company from a corporate funded think-tank to a business-unit funded applied research company. Responsibilities were setting strategic direction, communicating purpose to the customers, coordinating with management in a matrix organization, building proposals for funding, presenting proposals to customers, negotiating contracts, delivering products and submitting and collecting on invoices.

7/1981 - 11/1992 Chevron Corporation, Bakersfield, CA

Exploration/Production Geologist/Geophysicist

Processed and interpreted data in the search for hydrocarbons in California, managed exploration teams, served as manager of Quality and pioneered the use of interactive computers for the analysis and processing of oilfield data.

EDUCATION

6/1981 San Diego State University

Master's of Science, Geology

Emphasis was on tectonic reconstruction of California, relying heavily on geometrical analysis, the physics of deformation, microscopic analysis of samples and focused field work.

12/1976 University of California, Santa Barbara

Bachelor's of Arts, Biological Sciences

Undergraduate work on biology with supporting course work in mathematics, physics and chemistry. Specialty was vertebrate and invertebrate zoology.

ARTICLES

Over 40 articles in print – see <http://billbartling.com/publications.htm> for a complete list and online viewing

AFFILIATIONS

- Society of Exploration Geophysicists
- Society of Petroleum Engineers
- American Association of Petroleum Geologists
- European Association of Geoscientists and Engineers

AWARDS

- 1997 - College of Sciences Distinguished Alumni, San Diego State University (Monty)
- 1999 - President's Award at Occidental Oil & Gas for accomplishments in technology innovation, implementation and effectiveness

POSITIONS

- Member of Advisory Board, Transformatix, LLC
- Member of Advisory Board, Colleges of Sciences and Engineering, San Diego State University
- Adjunct Professor and Visiting Scholar, Department of Geology, San Diego State University

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