

WILLIAM A. BARTLING

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<http://billbartling.com>

OBJECTIVE Executive, Consultant, Geologist, Geophysicist

Executive leadership or strategic consulting position with growing entrepreneurial firm focusing on leading edge technologies applied to the discovery and recovery of hydrocarbons.

- SUMMARY**
- 17 years experience with Fortune 100 Energy companies in exploration, development and research (see addendum for specific assignments)
 - 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
 - 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 Consulting, Bakersfield, California Founder and, President*

Founder and principal of energy exploration, production and technical consulting company focusing on the commercialization and application of high end technology to the discovery and recovery of hydrocarbons and asset acquisition/operation and technical consulting.

Customer list includes an industry leading energy technology company, several startup software companies, 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, three major Fortune 100 company a Fortune 10 company and a small energy software company. Writing the strategic plan for a software company focusing on real-time reservoir management and am part of a team bidding on a contract with Aramco to train their R&D teams in technology commercialization.

Member of the Energy Consultants team for Vantage MarketPlace, a subsidiary of Goldman Sachs Investments Group and Gerson Lehrman Groups Energy consultants.

Retained by IDC/EnergyInsights to produce research articles and updates for the energy industry. Focus is the real impacts on business metrics.

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. In fund-raising stages.

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, VP Engineering, EVP of Worldwide Operations and CEO. Set strategy, architected solutions and implemented technology for global E&P 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. Worked on geoscientific and engineering workstation technologies and the seismic to simulation work process.

7/1981 - 11/1992 Chevron Corporation, San Francisco, Concord, San Ramon and Bakersfield, CA

Exploration/Production Geologist/Geophysicist

Processed and interpreted geological and geophysical data in the search for hydrocarbons in California, managed exploration teams for San Joaquin Valley, Los Angeles Basin and worked exploration and production geoscience in the offshore Santa Maria Basin, 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

**ADDENDUM –
EXPLORATION,
PRODUCTION
AND
RESEARCH
ASSIGNMENTS**

- Development Geologist - Los Angeles Basin
 - Urban fields in late stage development
- Development Geologist – Pt. Arguello
 - Proposed and drilled wells from several floating rigs to delineate the discovery, participated in creating the development plan, wrote AFE for platform
- Operations Coordinator – Chevron USA Chief Dev. Geologists Staff
 - Formation evaluation coordinator
- Exploration Geologist - San Fernando Valley
 - 2D/3D seismic, drilled new pool discovery from Pacoima Drill site
- Exploration Team Lead – Los Angeles, San Fernando, Ventura Basin
 - Team of 4 – redefined LA Basin tectonic models which generated several new prospects
- Development Geophysicist – Chevron USA Staff – Sacramento, Alaska, San Joaquin Valley, Santa Barbara Channel
 - Processed and interpreted 3D seismic data volumes – integrated geological modeling into seismic processing flows, especially velocity modeling and stratigraphic analysis
- Exploration Team Lead – San Joaquin Valley
 - Team of 8 geologists and geophysicists focusing on the West Side deformed belt. Personally processed and interpreted 3D seismic volumes in the Elk Hills plunge area
- Exploration Geophysicist – San Joaquin Valley
 - Kinematic structural analysis, seismic interpretation
- Quality Improvement Manager – San Joaquin Business Unit
- Team Lead – Cross Section and Mapping Team – CPTC
- Team Lead – Stratigraphic Analysis and Seismic Lithology Team - CPTC
- Co-Team Lead – 4D Geological and Geophysical Analysis Team (with David Lumley) - CPTC

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