

# WILLIAM A. BARTLING

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## **OBJECTIVE** *Executive, Geologist, Geophysicist*

Technical leadership and contribution position with growing E&P firm focusing on effectively applying technologies to the discovery and recovery of hydrocarbons.

## **SUMMARY**

- ✓ 17 years experience with Fortune 100 Energy companies in exploration, development and research
- ✓ 11 executive years experience with software, services 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 Positions**

**SR2020 Inc., Brea, California** <http://sr2020inc.com>

**President, Chief Operating Officer and member of the Board of Directors**

SR2020 is a geophysical technology company serving the oil and gas reservoir imaging and management market with High Definition 3DVSP surveys. Responsible for strategy, P/L, cashflow, day to day operations and managing technical and field operations teams, sales and marketing, fund raising and partner/vendor relationships. I manage a 7 person management team spanning all aspects of the company's operations and finances. In the first 6 months, transformed company from a boutique R&D to a products-oriented service company, increasing the sales funnel from \$700K to nearly \$20 million while reducing costs by 35% and increasing year on year revenue (projected) 400%. These results were achieved during major downturn in hydrocarbon pricing and worldwide credit crisis. Since April, we have continued to grow the business and I have initiated major strategic alliance discussions with potential to grow the company 300 fold in 12 months.

**Ambrose Oil and Gas Ltd., Aberdeen, Scotland** <http://ambroseoilandgas.com>

**Founder and Chief Technology Officer**

Startup E&P company leveraging state of the art technology to rapidly evaluate asset acquisition targets, improve development economics, accelerate prospect development and increase discovery success rates. Company has been active in raising funds based on innovative yet proven G&G analytical workflows. I am responsible for definition of the technical workflows, creation of oilfield financial models, technical vetting of acquisition targets, definition of IT infrastructure to support the business and leading the presentations to all technical and financial firms.

*Aspectus Energy Consulting, Bakersfield, California <http://aspectusenergy.com>*  
**Founder and, President**

Energy exploration, production and technical consulting focusing on the commercialization and application of high end technology to the discovery and recovery of hydrocarbons and asset acquisition/operation and technical consulting. Customers include industry leading energy technology companies, startup software companies, major computing companies and emerging E&P technology companies.

*SciFrame, Inc., Bakersfield, California <http://www.sciframe.com>*  
**Chairman of the Board and Chief Executive Officer**

SciFrame builds and markets collaborative scientific computing software catering to the energy and healthcare industries. The company that built the principal application based on the SciFrame architecture (Geologic Systems) was recently purchased by Halliburton.

## **Detailed History**

**4/2001 – 9/2005 Silicon Graphics, Mountain View, California**  
**Sr. Director, Market Strategy**

Managed global strategic marketing and business development for Energy and Sciences industries and participated in industrial cross fertilization of technologies between energy and defense. Managed partner/customer strategic relationships for revenue between \$20 and 100 million, managing a virtual, global team.

**11/2000 -4/2001 SciFrame, Inc. Bakersfield, CA**  
**President/CEO/Chairman of the Board**

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.

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

Reported to Senior Executive team. Set strategy, architected solutions and implemented technology for global E&P 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 software development centers in Houston, Texas, Calgary, Alberta and Boulder, Colorado, creating state of the art technical applications for the energy market. Pioneered adaptation of medical imaging technology to the energy market resulting in industry-wide acceptance. Responsible for development schedules, products, release schedules, managing budgets and interfacing with customers. Active in marketing, selling the company in 1997.

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

Managed teams of research geologists, geophysicists and petroleum engineers (15-30) creating innovative technologies for business units during transition from corporate think-tank to business-unit funded applied research company. Set strategic direction, built funding proposals, presented proposals to customers, negotiated contracts, delivered products and collected on invoices. Worked on geoscientific and engineering workstation technologies and the seismic to simulation work process.

**7/1981 -11/1992 Chevron USA, 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, San Fernando Valley, Sacramento Valley 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**

**1981 San Diego State University**

*Master of Science, Geology*

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

**1976 University of California, Santa Barbara**

*Bachelor of Arts, Biological Sciences*

Undergraduate work on biology with supporting course work in geology, geophysics, 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, Colleges of Sciences and Engineering, San Diego State University
- ✓ Member of Gerson Lehrman Groups Energy consultants.
- ✓ Retained by IDC/EnergyInsights to produce research articles and updates for the energy industry.
- ✓ Member of La Jolla Science Applications Inc. technical expert consulting team for oil and gas

**ADDENDUM – Chevron USA 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 many new prospects especially in the southern basin edge and under the Santa Monica thrust.
- ✓ **Development Geophysicist** – Chevron USA Chief Geophysicist’s Staff – worked Sacramento, Alaska, San Joaquin Valley, Santa Barbara Channel – Processed and interpreted 3D seismic data volumes – integrated geological modeling into seismic processing flows, especially velocity, kinematic 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 and generated kinematic forward and retrodeformable models of complex structure in interior and coastal California basins
- ✓ **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 – supported internal and vendor (Landmark) supplied software products
- ✓ **Team Lead** – Stratigraphic Analysis and Seismic Lithology Team -CPTC – team was charged with streamlining the workflow process of seismic to simulation. Team included geophysicists, geologists, petroleum engineers and software engineers.
- ✓ **Co-Team Lead** – 4D Geological and Geophysical Analysis Team (with David Lumley) -CPTC – this was Chevrons entrée into 4D reservoir characterization using time-lapse 3D seismic as a foundation.

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