

## Dylan Mair

Executive Director, Upstream Customer Success

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Dylan leads field support globally for E&P customers of IHS Markit, driving customers' success with the world's best upstream oil & gas databases and editorial. Dylan has over 23 years' upstream experience from leading field development and exploration teams on behalf of Asia Pacific operators to geoscience onboarding programs and geophysical research. Dylan holds a B.Sc in Geophysics (first class honours) from the University of Melbourne.

### EXPERIENCE

#### **Executive Director of Upstream, IHS Markit Singapore**

**Dec 2016 – Present**

Responsible for Asia Pacific upstream products and global upstream support. Developing product and content capture strategy to derive new and unique value propositions, aligning research teams in region to increase efficiency, and growing revenue through predictive customer engagements.

- Maintained \$60M Asia Pacific revenue 2015-2018; Americas down \$80M; EMEA down \$20M.
- Business cases include regional asset valuation (executed 2018); reservoir analogues (2019); and global Customer Success (2019); cost-effective basins (2019); oilfield services content (in progress).
- Delivered keynotes at upstream conferences across Asia Pacific to promote IHS Markit. <sup>1, 2, 3, 4, 5, 6, 7, 8</sup>

#### **Executive Director of Energy Operations, IHS Markit Singapore**

**Apr 2015 – Dec 2016**

Led 37 geoscientists and cartographers sourcing and publishing E&P activities for all of Asia Pacific. Systematically engaged customers to drive renewals and upsell. Led Singapore Energy.

- Minimized low oil price impact by promoting information quality <sup>9, 10</sup> and proactive technical support. Asia Pacific only dropped 4% year-on-year E&P data revenues while customers cut 25% costs two years in a row. Other business regions suffered over 25% revenue reduction.

#### **Senior Director, Upstream Research & Consulting, IHS Singapore**

**Apr 2013 – Apr 2015**

Built from scratch an upstream practice of 10 geoscientists & economists in Asia-Pacific.

- Managed relationships between sales, researchers, reporters, sources and customers to research new insight offerings, deliver keynotes <sup>11, 12, 13, 14, 15, 16, 17, 18</sup> and built a strong Asia Pacific sales pipeline.
- Chaired the 19th biannual SEAPEX (S.E.Asia Exploration Soc.) conference, managing a mostly new team of 26 volunteers to deliver a profitable and well received event for 713 attendees at a new venue.

#### **Director of Far East E&P Content, IHS Singapore**

**Jun 2010 – Apr 2013**

Led a team of 21 geoscientists and cartographers sourcing and reporting upstream oil and gas activities to be the most visible and trusted energy content provider in Asia. Active in global content quality initiatives and championing product alignment with customers. Represented Energy and Maritime on regional and cross-functional leadership teams.

- Increased geoscientists from 50% to 90% through 9 hires, 4 departures. Roles expanded to deliver over 75 customer site discussions, regional strategy events, product demos and consulting projects per year.
- Assisted Security and Maritime business lines for seminars, sales, technical support and product development. Coordinated deep-dive into all IHS business lines for a Supermajor senior strategy team.
- Led 150 colleagues in 5 Singapore offices to resolve issues colleagues identified as critical, increasing engagement from 55% to 73%. Personal organization score of 92%; company average 58%.
- Member of Vantage asset valuations VC team representing E&P data, awarded \$45M investment.
- Raised company profile directing 3 Seapex field trips, chairing an AAPG workshop, publishing in PESGB <sup>19, 20</sup> and interviewed on Australian and Malaysian radio.
- Designed source data management system to separate content from email and manage it across sites.

**Senior Business Development Manager, Halliburton Singapore**      **Jan 2008 – Nov 2008**

Responsible for developing \$20M annual sales for Halliburton Consulting (new venture, exploration and field development projects) and geoscience software training in Asia-Pacific.

- Met 34% annual growth target through large EOR projects (Front End Loading methodology) and a focus on graduate onboarding. Region generated largest training revenues worldwide for the first time.

**Subsurface Practice Manager, Halliburton Kuala Lumpur**      **Aug 2004 – Jan 2008**

Led a consulting team of 49 geoscientists and engineers across Asia-Pacific. Responsible for delivery and proposal development. Core member of Landmark global 5-year strategy group.

- Exceeded revenue target 5-20% each year coaching BD, developing graduates and contracting custom training. Increased profit 27% through diversifying clients, eliminating non-performers, cost control.
- Defined strategy for Halliburton software, consulting, services and M&A revenues to reach USD 1.2 billion by 2010. Held primary responsibilities for global industry & market trends and Asia Pacific.
- Project manager and geophysicist for a team of 17 delivering a field development plan for three mature fields in Assam, India. Planned for increased production by 13% and reserves by 75% at positive NPV.
- Geophysicist and PM for a team of 9 delivering risked/ranked prospects for Saurashtra Basin, India.
- Designed and managed 5 geoscience programs for Indian independent oil company, a total of 250 new geoscientists over 4 years. Published success story, program expanding to other disciplines in 2009. <sup>21</sup>

**E&D Software Business Development, Landmark Kuala Lumpur**      **Apr 2002 – Aug 2004**

Responsible for leading technical sales of geoscience software and services across Asia-Pacific, including delivery and quality control of pilot projects for new technologies.

- Global awards for pioneering new geophysical technologies <sup>27</sup>; Top 20 salespeople (Presidents Club).
- Piloted new technologies for velocity modeling and spectral decomposition across Asia, publishing papers with a Malaysia-Thailand JV, PetroChina and an Indonesian oil company. <sup>23, 24, 25</sup>
- Twice nominated for Employee of the Year. Developed an AVO studies protégé who won EOTY. <sup>22</sup>

**Product Geophysicist, Landmark Denver**      **Sep 2000 – Apr 2002**

Product geophysicist working in the geophysics development group responsible for product integrity of software for seismic and velocity modeling, attribute analysis and geostatistics.

- Recognized for managing four seismic and velocity modeling software projects to simultaneous release, ported for the first time to the Linux operating system. Published training materials to showcase new workflows. <sup>28</sup>

**Senior Geophysicist, Landmark Kuala Lumpur, Perth & Melbourne**      **Apr 1996 – Sep 2000**

Proposed and delivered geoscience technology services to oil and gas companies across Asia-Pacific. Managed Western Atlas Software acquisition integration in Asia-Pacific (contracts, demonstrations, training and field support).

- Projects included 3D processing for a French IOC and imaging below shallow gas for an NOC; quantifying depth conversion risk for the Northwest Shelf of Australia for Woodside, <sup>29</sup> modeling a New Zealand asset for Shell to correctly predict production decline, <sup>30</sup> and modeling further data requirements in deepwater Borneo for Mobil. <sup>31</sup>
- Taught theoretical and applied geostatistics using SigmaView™ in Japan, Indonesia and Australasia.

**Geophysicist, Western Atlas Software, Perth**      **Nov 1995 – Apr 1996**

Trained and supported the Western Atlas Software suite of seismic interpretation, seismic modeling, velocity modeling, geostatistics and 3D visualization software in Australia.

## ACADEMIC

B.Sc (geophysics) University of Melbourne (first class honours)

- Thesis: “Offset dependent statics for seafloor canyons in the Gippsland Basin”.<sup>33</sup>

Postgraduate research program (geophysics) University of Melbourne

- Research: “Enhancing seismic images beneath submarine reefs, Northwest Shelf of Australia”.<sup>31, 32</sup>

Executive Education: Oil & Gas MBA, CWC Group, London.

- GMAT November 2000 scaled score 740 (98%), analytical writing assessment 6/6 (97%).

Lectured on Oilfield Lifecycle to UTP (Malaysia) engineering students, 2004-2006.

Lectured on Profitable Geology to NUS (Singapore) Engineering (geology minor), 2013-2015.

Agile product development training (fundamentals, product owner, scrum master).

Project Management training (PMO, Front End Loading).

## PUBLICATIONS

1. Mair, D., *Executive Panel Moderator*, SPE Asia Pacific Executive Forum: The Digital Journey 26-27 February 2019, The St. Regis Kuala Lumpur
2. Lee, H.S., Intrieri, E., Hashim, N., Baker-White, C., Dimabuyu, A., Mair, D., *Potential of Myanmar Upstream Energy Sector, What Could Be Done Better?*, AAPG/EAGE/MGS 4<sup>th</sup> Myanmar Oil & Gas Conference 2018, Yangon, Myanmar
3. Mair, D., Dimabuyu, A., *E&P Opportunities in Asia Pacific*, IHS Energy Outlook Seminar: Upstream – Understanding the New Roadmap. 2018, Seoul, South Korea; Bangkok, Thailand.
4. Mair, D., Dimabuyu, A., *Context for the Opportunities in Asia-Pacific*, Joint SEAPEX-PESGB Conference 2018, London, 26-28 June 2018
5. Mair, D., *Matching exploration strategies and opportunities in Asia-Pacific*, SEAPEX Exploration Conference 2017, Singapore, 26-28 April 2017
6. Mair, D., *Keynote Address – New Zealand’s competitive investment advantages*, New Zealand Petroleum Conference 2017, New Plymouth, 21-23 March 2017
7. Grant, P., Dimabuyu, A., Mair, D., *Franchising Myanmar’s Exploration Success*, AAPG/EAGE/MGS 3<sup>rd</sup> Oil & Gas Conference, Yangon, 22-24 February 2017
8. Mair, D., Calvert, R., *Energy Drivers for Offshore Cooperation*, Submitted to Diplomatic Academy of Vietnam, Edgar Elgar Publishing, 2017
9. Grant, P., Suleiman, S., Intrieri, E., Hashim, N., Tulot, S., Dimabuyu, A., Mair, D., *The Emergence of Myanmar as the new focus for exploration in the region, fact or fiction?* AAPG/EAGE/MGS 2<sup>nd</sup> Oil & Gas Conference, Yangon, November 2015
10. Mair, D., *Hydrocarbon Scale and Upcoming Opportunities of the South China Sea*, Asian Petroleum Geology Conference and Exhibition, Kuala Lumpur, October 2015
11. Mair, D., Cullen, F., Dimabuyu, A., Calvert, R., *Australia as an Oil and Gas Exploration Destination*, APPEA Conference & Exhibition, May 2015
12. Mair, D., Dimabuyu, A., *Low Oil Price and Asia Pacific Exploration – Successes and Challenges*, SEAPEX Exploration Conference, April 2015
13. Mair, D., Tan, E., *South East Asia: Deepwater Activity in an Environment of Oversupply*, GEOExPro, 12 No.1, p46-48 2015
14. Mair, D., *South China Sea Energy Drivers for Offshore Cooperation*, 6<sup>th</sup> South China Sea International Conference, Danang, November 2014
15. Tulot, S., Dimabuyu, A., Mair, D., *Proving Myanmar Petroleum Systems Through 125 Years of Drilling*, AAPG/EAGE/MGS 1<sup>st</sup> Oil & Gas Conference, Yangon, August 2014
16. Cipto, R., Mair, D., *Kerja Sama Operasi Contract (KSO Contract) – Saving the Best Bits for Last*, Proceedings, Indonesian Petr. Assoc. 38<sup>th</sup> Annual Convention & Exhibition, May 2014

17. Mair, D., *Will Asia-Pacific Unconventional Gas Live Up to its Promise?* Assoc. of Int. Petr. Negotiators International Conference, Singapore, October 2013
18. Mair, D., *Evolving Exploration Strategies towards New Frontiers in Southeast Asia*, Petr. Geol. Conf. and Exhib., Kuala Lumpur 2013
19. Tulot, S., Dimabuyu, A., Mair, D., *Putting the Thailand-Cambodia Overlapping Claims Area Potential into Context*. Petr. Expl. Soc. of Great Britain, October 2012
20. Chan, K.E.H., Mair, D., *Southeast Asia: Sleeping Giant or Dying Old Man?* Petr. Expl. Soc. of Great Britain, p36-43, February 2011
21. Mair, D., Gottlieb, A., *Maximising E&P Productivity through Effective Onboarding*. PetroTech 2007 Internat. Oil & Gas Conf. and Exhib. January 15-19, New Delhi, India, Abstr. Vol. I, p180-182. 2007
22. Mair, D.S., Nguyen, N.X., *Rapid interpretation, prediction and validation of fluid and lithology combining prestack seismic data with poststack interpretation*, Aust. Earth Sci. Conf. 2006
23. Saadany, M., De Lastic, R., Majit, R., Lee, H.S., Mair, D., *Scenario-based Velocity Modeling for Depth Conversion Uncertainty*, Petr. Geol. Conf. & Exhib., Kuala Lumpur, Dec. 2005
24. Mair, D., Liu, G., *Iterative depth conversion case study from the Junggar basin in the west of China*. Expanded Abstracts, CPS/SEG International Geophysical Conference, Volume 2, p742-744 2004
25. Mair, D., Zhu, Q., Zhang, Y., *Extending the limits of seismic resolution using spectral decomposition for facies delineation of a field in Junggar Basin, China*. Expanded Abstracts, CPS/SEG Int. Geophys. Conf., Vol. 2, p760-764 2004
26. Mair, D., Benthien, N., Lukats, K., Evans, S., *Technology Changes Supporting Improved Performance of E&P Industry Processes*. IPA, Jakarta, October 2003 (poster award)
27. Mair, D., Murti, B., *Spectral Decomposition: Extending the Limits of Seismic Resolution for Reservoir Delineation*. Proceedings of the 6th SEGJ International Symposium, 83-88. 2003
28. Mair, D., *The Importance of Velocities, Part 1 & 2: New DepthTeam Express Opens the "Black Box"*. Landmark UserNet, **3**, 7-18 and **4**, 7-13. 2001
29. Tilbury, L., and Mair, D., *Depth Conversion of the Greater Hermes Area Using Cascaded Velocity Integration*. Abstracts Landmark Asia-Pacific Technology Forum, Hangzhou, China. 2001
30. Holleman, N., and Mair, D., *Detailed Depth Conversion of the Maui Field*. Abstracts Landmark Asia-Pacific Technology Forum, Ho Chi Minh City, Vietnam. 2000
31. Musgrove, F., and Mair, D., *Workflows and new tools for laterally and vertically varying layered velocity model creation in a deep water slope environment: East Kalimantan, Indonesia*. Abstracts Landmark Asia-Pacific Technology Forum, Chiang Mai, Thailand 1999
32. Mair, D., Beresford, G., and Carroll, S., *Using variations in amplitude with offset and midpoint to constrain tomographic inversion*. 11th Aust. Soc. Expl. Geophys. Conf., Expl. Geophys., **26**, 444-447. 1995
33. Beresford, G., Carroll, S., and Mair, D., *Using layer replacement to improve velocity analysis beneath near-surface reefs*. 9th Aust. Soc. Expl. Geophys. Conf., Expl. Geophys., **23**, 23-26. 1992
34. Stickland, P., Beresford, G., and Mair, D., *Improving velocity analysis beneath a submarine canyon using velocity re-datuming*. Expl. Geophys., **22**, no. 04, 583-589. 1991

## SOCIETY MEMBERSHIPS

American Association of Petroleum Geologists (AAPG member)

- House of Delegates representative, Asia Pacific
- Committee of EAGE/AAPG *Digital Geoscience* APAC Conference, 21-23 Sep. 2020, Kuala Lumpur

Society of Petroleum Engineers (member)

- Programme committee SPE workshop, *Asia Pacific Digital Week* 11-12 Nov. 2019, Kuala Lumpur

Society of Exploration Geophysicists (SEG lifetime member)

Southeast Asian Petroleum Exploration Society (Seapex member)

Association of International Petroleum Negotiators (AIPN member)