

Bruce Weir

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Objective

TO GROW, MENTOR, INSPIRE AND GUIDE MY TEAM IN DEPLOYING AND UTILIZING BEST PRACTICES TO ACHIEVE EXCEPTIONAL CORPORATE RESULTS

Professional Summary

- 30+ years of experience functioning in technical and management roles globally, for novel technology start-ups, greenfield manufacturing/service entities and large oilfield service providers
- Recognized as a prominent SME for unique upstream Oil & Gas products and services
- Extensive International involvement with the ability to achieve results inside diverse global methodologies and operating practices, both Culturally and Technically
- Experienced Trainer for Technical classes
- Participant in Industry standardization workgroups (ISO-15136)
- Participant in Joint Industry Projects (C-FER, AI, PTAC, CAPP, SEPAC)
- Technical paper author/presenter (lifetime member SPE)

Proficiencies

- Ability to effectively communicate technically complex topics across a wide audience from field operations staff to C-suite/BOD
- Strong methodical thinker providing well-thought through solutions
- Approaches challenges as opportunities
- Superior technical/mechanical aptitude skills
- Writes clearly and concisely, speaks effectively, listens attentively
- Strong project management skills
- Confident public speaker/industry symposium presenter
- Demonstrated computer competency

Experience

Licoka Inc. | Edmonton, AB

Senior Advisor 10/01/2004 – Present

Utilizing vast expertise with all aspects of supporting artificial lift system applications in principally the world's major conventional and unconventional producing areas with a broad spectrum from Heavy Oil and bitumen through to dewatering coal seam gas, both onshore and offshore.

- Industry recognized as an authority on Progressing Cavity Pump (PCP) and Coiled Sucker Rod product design, application, operation, troubleshooting and root cause failure analysis
- Build, mentor, and guide cross-functional and multi-cultural teams to deliver results
- Present global market analysis to develop and drive novel product introduction/growth strategy
- Drive innovative product introduction and growth in new markets globally

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- Key participant in M&A initiatives, due diligence, identifying synergies, competitiveness reviews and SWOT analysis
- Recent Project Activity Examples:
 - Managed European company's project to be the first OEM PCP provider in the region
 - Independent 3rd party root cause failure analysis for major Middle East operator
 - Managed the first coiled rod deployment project into Europe
 - Mentored the design, engineering, and manufacturing direction for large Asian PCP provider's expansion into upstream Oil & Gas sector
 - Led Novel technology start-up's Go to Market commercialization

Rotoliptic Technologies Inc. | Squamish, BC

Vice President Technical Services/Operations 04/15/2018 – 02/15/2020

Contracted by novel positive displacement pump technology start-up to lead the adaption of the technology's first commercial entry, into the artificial lift (ALS) market.

- Train product engineering and design teams on ALS application requirements
- Sourced and established relationships with vendors for unique manufacturing requirements
- Developed supply chain and secured long term supply commitments
- Sourced novel materials of construction, coatings/treatments to survive the application
- Launched customer engagement to introduce technology and drive product development changes based on market assessment and customer feedback
- Managed field trial coordination with 3rd party vendors, on-site service providers and end-users
- Created product roadmap, naming convention, technical literature, and product line development
- Led the development and execution of the "go to market" plan

Tierra Alta Group | Edmonton, AB

Chief Technology Officer 10/01/2004 – 09/30/2011

Founding partner, contracted to lead the design, development, and support of a new innovative PCP Product Line greenfield manufacturing, service, and support entity.

- Designed and developed a PCP product line based on specific customer applications that exceeded historic incumbent performance in all markets penetrated
- Provided manufacturing process & equipment specifications for best-in-class PCP greenfield manufacturing facility in Maracaibo, Venezuela
- Mentored design, manufacturing, and application engineering teams
- Developed and supported product catalog, technical literature, and bulletins
- Provided ongoing product improvements and new product development to exceed customer needs
- New market development of innovative technologies and services
- Successfully guided the development of first coiled rod sucker rod utilization in Europe and initiated competitive entry to Colombia and Oman
- Created success for new clients through extensive training and support
- Supported successful entry of Flush-by services into new markets globally, such as Gabon, Argentina, and Bahrain

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Weatherford International | Edmonton, AB

Technical Support Manager – PC Pump Systems 02/02/1991 – 09/30/2004

Globally responsible for the Technical Support, growth, and expansion of Weatherford's PCP business group

- Built a strong effective team to support the global PCP marketplace for, applications engineering, root cause failure analysis, training, troubleshooting, preparation of tenders and technical bid packages
- Established a strong presence in USA coalbed methane dewatering projects, while introducing technology and application specific techniques to emerging CSG markets globally, such as UK
- Initiated new projects in nontraditional applications/markets, such as offshore Angola where PCP's were successfully introduced to replace gas lift, through non-traditional PCP methodology
- Successfully led the development of PCP systems into new challenging markets, from a geographic, cultural and application standpoint. Such as ExxonMobil's entry in Chad where PCP's proved to be highly effective
- Provided technical support, training and mentoring to the successful deployment of Weatherford's entrance into the PCP sales and service operations into Argentina, where over a 3-year period YPF-Repsol's PCP install base doubled and historic run life was extended
- Weatherford's delegate to industry related joint industry projects, ISO standardization work groups as well as authoring/presenting at SPE/industry related workshops and conferences

Dowell Schlumberger | Lloydminster, Hinton, Grande Prairie, AB

Service Supervisor – Pressure Pumping Services

- After attaining competence with pressure pumping equipment operation, achieved Service Supervisor (SS) for cementing/acidizing services in Lloydminster AB
- Transferred to Hinton AB to Supervise all aspects of Dowell's Mining Division
- Transferred to Grande Prairie, AB to supervise deep hole cementing
- Promoted to SS II after gaining proficiency in supervising Nitrogen services operations
- Youngest to ever achieve SS III level after successfully revitalizing the Coiled Tubing operations
- Progressed to become the area's senior supervisor for hydraulic fracturing operations and service
- Relief coiled tubing supervision to global operations in North Sea, Italy and Libya

Education

Southern Alberta Institute of Technology

May 1980 Petroleum Engineering Technology (Associates Degree 1980)

- Awarded Academic/Athletic Scholarship each year as being a member of varsity Men's Volleyball team and maintaining high GPA.

Various Professional and Industry related completed short courses

Including:

- CMC Product Management Series
- IBM Interpersonal Communication skills
- Baker Downhole Hydraulics course