

Gareth John

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Professional Profile:

A strategically astute, solutions orientated and pragmatic Technical Product Manager offering 25 years global experience in the Oil and Gas industry. Highly skilled at leading the end to end development of a wide array of oil and gas products, utilising commercial and technical acumen to ensure all products adhere to complex client requirements, whilst maintaining profitability and ensuring substantial ROI.

I am currently undertaking a Professional Diploma in Software Development-Full Stack, with the aim of pivoting my career away from the upstream energy industry and into software development. I am excited by the prospect of a fresh start and will be seeking a role working in an innovative and dynamic business, providing technical solutions; where I am empowered to be creative and help shape and influence the future of the business.

Areas of Expertise:

<i>HTML 5 and CSS3</i>	<i>3D CAD Design</i>	<i>Cost Saving Initiatives</i>
<i>Bootstrap 4</i>	<i>Client Relationship Management</i>	<i>Negotiation</i>
<i>Coaching</i>	<i>Stakeholder Engagement</i>	<i>Leadership</i>
<i>Product Development Lifecycle</i>	<i>Continuous Improvement</i>	<i>Cross Cultural Engagement</i>
<i>Project Management</i>	<i>Profitability Analysis</i>	<i>Data and Market Analysis</i>
<i>Roadmap Development</i>	<i>Agile Methodologies</i>	<i>Remote Working</i>

Employment History:

Element Six Ltd

Part of the De Beers Group, Element Six is an innovative company specialising in providing synthetic diamond, cubic boron nitride and other super hard materials for industrial use.

Product Manager – Oil & Gas November 2014 – July 2020:

Maintaining responsibility for overseeing the end to end development of new polycrystalline diamond cutter products and working with clients globally to ensure seamless implementation from both a technical and commercial perspective.

- Possessing an exceptional knowledge of the oil and gas industry, polycrystalline diamond cutter (PDC) products and all associated client requirements in order to ensure effective end to end product management.
- Working collaboratively with the clients Technical Management, with regular travel to client sites across the US, Canada and China, to evaluate current product performance, determine the root cause of any issues; and analysing future client strategic product requirements.
- Liaising with Key Account Managers to define problem definition, prior to communicating the same to Material Scientists to begin the product development process.
- Maintaining responsibility for business case development, ensuring all key data relating to ROI, profitability and market appetite is effectively articulated to secure buy in. Working in collaboration with the Key Account Managers in order to forecast product volumes.
- Assisting in the annual 5-year planning process, by establishing market drivers, and understanding the competitive landscape; along with input from the roadmap forming this information into a strategic plan for the O&G business.
- Delivering engaging presentations to Executive Directors in order to secure buy in, in addition to answering any queries in order to facilitate clarity.
- Stakeholder engagement: collaborating with key functions (including Operations, Supply chain, Legal, Finance and Innovation) to ensure all key stakeholders are working in accordance with project deliverables while maintaining efficiency and maintaining clarity across the product lifecycle. Occasionally to devise and

implement troubleshooting strategies in the face of complex product issues.

- Ensuring any changes to products are executed in a timely manner, whilst adhering to all necessary requirements.
- Consistently monitoring the financial performance of products to ensure they are profitable and working in collaboration with the Sales Director in order to facilitate this.

Key Achievements:

- *Developing the roadmaps, and implementing the new product development projects enabling E6 to capture share of wallet and subsequently maintain market leadership position in a key market segment worth approx.' \$50M.*
- *Successfully penetrating the highly competitive Chinese market, through effective customer engagement and product promotion.*
- *Pivotal in supporting the O&G business de-risk away from a single customer to a more balanced and diverse customer base by ensuring we maintained an appropriate roadmap and product portfolio for all key accounts.*
- *Successfully launching an affordable product line targeting the mid-range PDC cutter market, enabling our customers to manage their costs without negatively affecting performance or quality, which promises to capture 40% share of wallet in this segment. Close collaboration with the Operations team resulted in a significant cost saving, which had a positive impact on our gross margin*
- *Assisted in the Development and implementation of new processes and procedures for part number creation to maximise efficiency, reduce the product development lead time and enhance the client experience. We successfully reduced the turnaround time from weeks to a matter of days.*

NOV ReedHycalog

The ReedHycalog business unit offers innovative products, services and technologies that help Operators and Drilling Contractors optimize the drilling process. Their products span three major areas: drill bits, borehole enlargement, and coring services.

Product Line Manager July 2012 – November 2014

Overseeing four oil and gas drill bit product lines: leading the development and implementation of new and innovative products to market, as well as re-vitalising existing legacy products.

- Actively reviewing the potential of, and creating business cases to support, the development and commercialization of a wide range of diverse new products.
- Re-vitalising dated products, involving: demonstrating a unique understanding of current market requirements, developing a product narrative/brand image in order to pioneer promotion across key markets and promoting key product benefits to clients across the US, the Middle East, Asia and Europe.
- Developing and sustaining strong working relationships with Design and Manufacturing departments, Account Managers and Regional Sales Managers in order to secure buy in.
- Engaging with executive level stakeholders within the client business in order to present and pitch products, ensuring all key benefits (from both a technical and commercial perspective) are articulated.
- Continually devising strategies to enhance profitability and ROI, ensuring a well-developed knowledge of market requirements in order to inform this.
- Co-ordinating product launch material with the marketing department, and supporting the launch with product presentations.
- Actively promoting product lines with strategically placed industry articles and technical papers.

Key Achievements:

- *Successfully re-launching a product line which was in rapid decline. The re-launch generated more than \$750K in revenue and generated additional interest equating to \$500K in orders from diverse applications around the globe.*
- *Contributing to a technical paper that was accepted for presentation at the IADC/SPE Technical Conference and Exhibition in Fort Worth in March 2014. In the absence of the other authors, presenting the paper at the conference with our customer/co-author.*
- *Authoring a number of small articles for inclusion in technical publications such as World Oil; American Oil and Gas Reporter; IADC – Drilling Contractor and Offshore.*

Key Achievements:

- Successfully implementing a standardisation project between key US and UK design and manufacturing facilities. This ensured the adoption of standard practices across the sites which would help to ensure our products could be easily manufactured by either site irrespective of where they had been designed.
- Creating and implementing a new process to track each project/product request from initiation to completion, enabling the Design Manager to more efficiently track and manage the project load.
- Responsible for regularly editing and updating the company's engineering documentation, ensuring that they contained all current standards and practices and were in compliance with corporate Quality standards.
- Organising regular meetings of the engineering teams in order to review and present technical papers and patents, with the aim of increasing the team's knowledge of the industry and improve their understanding of the competitive landscape.
- Working in line with American Petroleum Institute - Spec 7 standards.

Early Career Summary:

Apr 2010 – Jun 2011: NOV Downhole
 Jun 2008 – Apr 2010: NOV Downhole
 Jun 2006 – Jun 2008: ReedHycalog
 Jan 2000 – Jun 2006: ReedHycalog
 Jan 1998 – Jan 2000: Hycalog
 Jan 1994 – Jan 1998: Schlumberger,

Area Evaluation Engineering Manager (Northern Gulf)
 Account Manager (East Australia & Papua New Guinea)
 Regional Evaluation Engineer (Middle East)
 Solutions (Design) Engineer
 Applications Engineer
 Anadrill Data Engineer & Mud Logger

Additional Information and Training:

Software: MS Office, MS Teams, MS Dynamics and Pro Engineer.
 2018: Certified Scrum Master
 PTC ProE Wildfire Part & Assembly Design
 PTC ProE Wildfire Advanced Modelling & Mechanisms
 PTC ProE Surfaces
 The Profit Specialist
 Oliver Wright - "Integrated Business Planning"
 Project Planning for Innovation (2 days)
 Lane 4 - "Transformational Leadership Workshop" (1 day)
 BMNT - "Problem Curation Workshop" (1 day)
 Numerous Drilling related, and product specific training courses
 FA Level 1 Football Coach

Education:

- ❖ 2:1 B.Eng (Hons) Degree in Industrial Geology from Camborne School of Mines (University of Exeter)
- ❖ Completed post graduate modules in Sub-Sea Technology, Well Engineering and Production Technology from Robert Gordon University.
- ❖ Professional Diploma in Full Stack Software Development from the Code Institute (Ongoing)

Interests:

- I am an FA Licenced Football coach; I manage and train an U11 football team in the Cheltenham Youth Football League
- I have a passion for cooking which is fuelled by some of the fantastic places I have been fortunate to visit throughout my career
- In addition to general fiction and military history I enjoy reading books which provide insights into Psychology and Agile Management techniques