Biography - 50 words

Geoffrey Cann is an international author, professional speaker, and trainer to the Oil and Gas industry. He has written three books on digital innovations in oil and gas, speaks to 20 organizations every year, and has led hundreds of advisory projects to iconic brands for the past three decades.

Biography - 150 words

Geoffrey Cann is an international author, professional speaker and corporate trainer. His passion is the Oil and Gas industry and its imperative to exploit digital innovations as we slowly evolve our energy systems. He has worked around the world, including Canada, the US, Korea, Japan, Hong Kong, China, Australia and the Caribbean over a 35 year career. He teaches a seminar on digital oil and gas, produces both a weekly article and podcast on digital issues in energy, and hosts a weekly video interview called Energy Innovations. His first book, [Bits, Bytes, and Barrels](#), was released in 2019 and sets out the business case for digital in oil and gas. His latest book, [Carbon, Capital, and the Cloud](#), is a study of the leading practices for digital in oil and gas, and was released in March 2022.

Biography - full

Geoffrey Cann is an international author, professional speaker and corporate trainer to the Oil and Gas industry. Following an early career with Imperial Oil, he joined Deloitte, where he carried out several hundred consulting assignments around the world, including Canada, the US, Australia, the Caribbean, Korea, Japan, Hong Kong and China. During that time he led a number of businesses, services and industry programs. Today, he specialises in digital innovation in the oil and gas industry, produces a weekly article and podcast on digital issues in energy, provides marketing support for companies that sell digital innovations to the industry, and teaches an executive course on digital awareness. He published his first book, [Bits, Bytes and Barrels: The Digital Transformation of Oil and Gas](#), in January 2019. He is also a contributing author for [Machine Learning and Data Science in the Oil and Gas Industry: Best Practices, Tools and Case Studies](#), released in March 2021. His third book, [Carbon, Capital, and the Cloud: A Playbook for Digital Oil and Gas](#), was published in March of 2022. Geoffrey is an advisor to several digital technology companies in such areas as artificial intelligence, blockchain, cloud computing, robotics and the internet of things.

From this rich background, Geoffrey brings an economist's understanding of the ebbs and flows of the energy industry, and a technician's understanding of the technologies at play in the transformation of the economy. Geoffrey draws on an early career as an award-winning stage performer to bring these subjects to life, with a theatrical flair and and an engaging style that moves audiences to deeper understanding and action.

GEOFFREY Cann
ACCELERATING DIGITAL ENERGY