



Driving Market Awareness and Engagement for Digital Technology in Energy

Working with digital technology leaders to execute modern marketing strategies



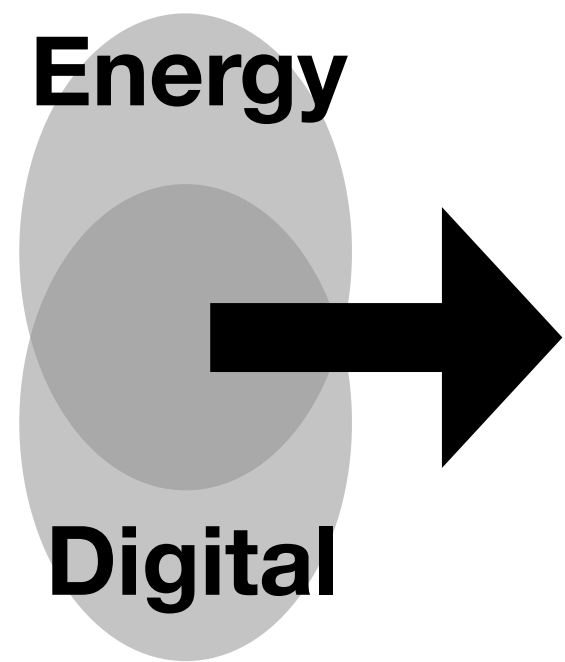
The Challenge

Energy Industry Barriers Are Daunting.
Complex systems, risk-averse cultures, and slow technology adoption hinder the success of digital innovations.

The Buyer Is Changing.
The pandemic and demographic shifts are moving energy buyers online, making traditional engagement methods less effective.

The Audience Access Gap Is Vast.
Digital technology companies struggle to reach highly targeted and global energy audiences.

The Solution



I bridge digital and energy with expertise, reach, and time to market ...
By creating unique, impactful content distributed to engaged audiences:

- **Overcome Market Barriers:** Translate solutions into compelling language.
- **Engage Online Buyers:** An audience I curate who are keen for my point of view.
- **Execute with Speed:** I have only one learning curve—your technology.

What I Deliver...

- **Written:** Short and long-form articles (~1500 words), transcripts
- **Audio:** Interviews and thought leadership (~30 minutes)
- **Video:** Long-form presentations, short reels
- **Live and Virtual Events:** Webinars, live streams, panel discussions, keynotes

Why Geoffrey

Depth of Expertise

- 40+ years in energy and digital transformation
- Two-times International Author

Global Audience Access

- Direct reach to market target
- Independent, trusted, deeply insightful

Cost-Effective and Flexible

- Tailored programs to suit budgets, timetables
- Long shelf life for created content
- Rapid execution with minimal learning curve

*"Geoffrey's ability to **conceptualize** and **articulate** value for both the **oil** and **gas** and **electricity** sectors is unmatched. His perspective was thought-provoking and **actionable**." – Ontario ISO*

*"Geoffrey helped us understand the **urgency of change** and the **great opportunities** ahead. It's been inspiring and eye-opening." – Francesco Ferri, Transocean*

*"I thoroughly enjoyed it. Really **REALLY** challenged my **mental models** concerning transformation!" – Mark Pattenden, Shell*



Let's Elevate Your Market Presence...

Work with me to overcome market barriers, engage today's buyers, and achieve rapid results.

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