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## **EXPERIENCE SUMMARY:**

Visionary leader and entrepreneur with thirty-one years of professional consulting experience in the implementation of enterprise-wide software applications and business transformation solutions in the upstream oil and gas industry. During his career with EDS and PriceWaterhouse, Mr. Martinez performed various consulting roles including systems engineer, management consultant, and Principal Consultant. Mr. Martinez was instrumental in the design, build and implementation of PW's Production and Revenue Accounting software (PREMAS). He was the President and Founder of Strategic Systems & Products (SSP) where he developed the vision and achieved SAP solution certification for the READYUpstream All-In-One solution which disrupted the SAP software space as the first template pre-configured solution for the upstream oil and gas industry. Performed as North America upstream oil and gas practice leader at Capgemini LLC after their acquisition of SSP. As Vice President, Mr. Martinez had overall responsibility of all practice management including financial performance, staff recruitment and retention, marketing and business development, product/service vision development and execution, and client management.

## **HIGHER EDUCATION:**

- **Master's in Business Administration (MBA)**  
University of Texas at Dallas  
Richardson, Texas  
Concentration: Accounting and Information Systems
- **Bachelor of Science in Business Administration**  
University of Puerto Rico  
Major: Industrial and Production Management  
Minor: Economics

## **PROFESSIONAL TRAINING:**

- **Harvard Business School**  
Launching New Ventures Executive Education
- **Northwestern University Kellogg School of Management**  
Leading with Big Data and Analytics
- **Babson College**  
Price-Babson Symposium for Entrepreneurship Educators

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## **WORK EXPERIENCE:**

**Innate Intelligence, Inc.**  
**President and Founder**

**March 2018 – Present**  
**Dallas, TX**

Innate Intelligence is a management consulting firm where standards are high and services are best in class. Our management consulting services provide upstream oil and gas companies with deep industry process and technology expertise to implement information technology strategies and achieve operational excellence. We partner with our clients, from the C-suite to process teams, to remove the *confusion and frustration* associated with information technology initiatives. We guide our clients to choose the right technology and bring them the deep industry and technology expertise that ensures projects *stay on track and deliver value*. Our services enable executive and process teams to maximize the value realized from information technology investments by aligning desired business outcomes with the right combination of people, process and technology. Services include IT strategy, software system evaluations and selections, ERP project advisory, data analytics strategy, process/organization design and training.

**Southern Methodist University**  
**Cox School of Business**  
**Adjunct Professor of Entrepreneurship**

**January 2019 – Present**  
**Richardson, TX**

Adjunct Professor of Entrepreneurship of business course for students to learn the personal characteristics of entrepreneurs, profit and cash flow forecasts, sources of information, sales forecasts and the importance of relevant experience, entrepreneurial marketing, financing, and the business plan. Students also learn about the process of experimentation to validate ideas to develop a business plan roadmap to embark in an entrepreneurial journey using a lean start up approach.

**The University of Texas at Dallas**  
**Naveen Jindal School of Management**  
**Adjunct Professor of Information Technology**

**Aug 2017 – May 2018**  
**Richardson, TX**

Adjunct Professor of Information Technology course for students to learn how information technology supports operational and strategic business processes. The course also covers areas such as digital transformation, business process modeling, systems development, database management and business intelligence. In addition, the course explores ways to structure and manipulate data that might typically be found in an information system using the database management system, Tableau, and spreadsheet software, to make business decisions.

**Capgemini USA, LLC**  
**Vice President, North America Upstream Sector Lead**

**May 2014 – May 2016**  
**Irving, TX**

- Leader responsible for the North America Upstream Oil & Gas Practice after the acquisition of my firm, Strategic Systems & Products, on May 2014.
- Provided overall leadership for growing the practice and business development activities.
- Thought leader in the oil and gas business with deep expertise in technology and business processes affecting operations of upstream oil and gas companies particularly those associated with volume extraction, revenue recognition, joint venture accounting, regulatory reporting and capital management.

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- Contributed to conferences and business journals with technology and business advisor content for the oil and gas industry.
  - Participated in the definition of the firm's vision in the oil and gas industry.
  - Provided overall leadership, mentoring and support to delivery and consulting implementation teams.

**Strategic Systems & Products Corporation (SSP)**  
**President and Founder**

**May 1998 – May 2014**  
**Dallas, TX**

October 2004 – May 2014

**READYUpstream Solution, Merit Energy Company, Cano Petroleum, Penn Virginia Corporation, CONSOL Energy, Nexen Petroleum, Mustang Fuel Corporation, Lewis Energy, Samson Resources, QEP Resources**

Founded and built SSP into a multi-million-dollar consulting business and successfully sold it to Capgemini on May 2014. Developed a unique delivery model for the encapsulation of SAP software implementation services called *READYUpstream*. Provided overall leadership in the execution of client engagements, business development, staff development and *READYUpstream* solution development. Provided expert guidance to staff and clients in all areas of the upstream oil and gas accounting value chain.

- Developed business strategy, built highly qualified team and disrupted the SAP software implementation market for upstream oil and gas companies with a pre-packaged "product" innovative approach to ERP software implementations.
- Developed business and marketing plans, maintained and monitored P&Ls, managed operational budgets, managed financing activities, and provided overall leadership to a team composed of a COO, a Marketing Director and thirty-one consultants.
- Achieved SAP Gold partner status and gained SAP certification of the *READYUpstream* All-In-One solution.
- Grew company into a multi-million-dollar operation with a strong brand and market presence.
- Successfully sold SAP implementation business at Cano Petroleum, Lewis Energy, Mustang Fuel, Consol Energy, Samson Resources, QEP Resources, ConocoPhillips, Pioneer Natural Resources and Nexen Petroleum.
- Developed a seven-week intensive training program for college entry level staff composed of a comprehensive curriculum with three modules covering business consulting, technical skills and upstream oil and gas accounting industry skills.

February 2002 – October 2004

**Marathon Oil Company**

*SAP R/3 IS-Oil Revenue Subject Matter Expert*

SAP PRA Subject Matter Expert providing direction to the IBM Global Services application support group in the support of the SAP PRA Oil and Gas Industry solution of SAP R/3. Served as client contact for all revenue accounting issues. Acted as subject matter expert in the configuration and execution of the revenue accounting process on the SAP PRA module.

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April 1, 2000 – February 2002

**EOG Resources, Inc.**

*Project Director to CIO*

Served as Project Director in the design and implementation of E-Business solutions covering several functional areas such as accounting, joint venture operations, capital, and operations. The project resulted in enhanced use of web technologies throughout the organization in the collection and sharing of information between multiple business units.

May 1998 – April 2000

**PREMAS Plus (SAP PRA) Implementation Group/Chevron Corporation**

*Project Manager Consulting Services*

Provided expert advice to Chevron Corporation in the evaluation of system alternatives to re-engineer a Prior Period Accounting Adjustments Process of an oil and gas production and revenue accounting system (PREMAS/SAP PRA).

- Supervised the development activities of up to twenty team members in the implementation of software modifications.
- Re-designed the process to allocate volumes and values to unitized properties through the use of a unit to tract allocation process in the PREMAS Plus (SAP PRA) product.
- Re-engineered the Revenue Distribution PREMAS Plus (SAP PRA) process to use historical ownership databases.

**PricewaterhouseCoopers, LLP**

**July 1995 – May 1998**

**Principal Consultant, Management Consulting Services**

**Dallas, TX**

**Focus in Oil & Gas Energy Industry Service Line**

July 1997 – May 1998

**Apache Corporation - PREMAS Plus (SAP PRA) Implementation**

*Project Manager*

Project manager of a large software implementation project involving IBS Land Domain Plus, PREMAS Plus (SAP PRA) and SAP during a client engagement at Apache Corporation.

- Managed the activities of twenty-five staff members working among four sub-teams addressing different areas of the system.
- Lead and organized “as is” and “to be” business process analysis sessions and deliverables with client personnel.
- Conducted client training and assisted in the preparation and facilitation of client design scope meetings with project leads.

March 1996 – July 1997

**Amoco Corporation/Chevron USA PREMAS Plus Pilot**

*Project Manager*

Project manager responsible for the administration of the PREMAS Plus software system to be implemented at Amoco Corporation and Chevron USA.

- Responsible for managing the activities of forty staff members engaged in the design, coding, testing and implementation of system modifications.
- Participated in the analysis and data mapping to convert existing systems to the new architecture.
- Assisted Amoco and Chevron personnel with their functional testing efforts providing leadership and performing as functional testing manager during the testing effort.

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July 1995 – March 1996

**PREMAS Plus Client Server Software Product System Test**

*Project Manager*

Project manager responsible for the PREMAS Plus system re-engineering project converting a mainframe system to a new three-tier client/server application.

- Responsible for the formulation and refinement of system test strategy, preparation of test schedules, analysis of data requirements, business case administration, and implementation of the system test plan.
- During the system test, managed and coordinated the activities of a team of fifty staff members performing the tests and software modifications to the system.

**PricewaterhouseCoopers, LLP**

**October 1992 – July 1995**

**Senior Consultant, Management Consulting Services**

**Dallas, TX**

**Focus in Upstream Petroleum Group of the Energy Industry Service Line**

October 1992 – July 1995

**Amoco Corporation**

*Team Leader*

Team leader of the PREMAS Plus revenue accounting area during the client acceptance testing and implementation phases of the project.

**Electronic Data Systems (EDS)**

**October 1988 – October 1992**

**Systems Engineer – Graduate of EDS System Engineering Development Program (SED) Plano, TX**

**Blue Cross Blue Shield**

Participated in the re-engineering of a national health care Membership eligibility and claims system affecting insurers, insured, and health care providers nationwide. Acted as Systems Engineer Lead during the conversion of membership benefit plan systems for Blue Cross Blue Shield of Virginia.

**COMMUNITY INVOLVEMENT:**

- Mentor young entrepreneurs at Dallas Business Incubators.
- Assistant coach of basketball team for ages ten to twelve years old.

**HOBBIES:**

- Enjoy swimming, biking and running. Compete in marathons and Ironman triathlons.