

# charlotte j. batson

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## SUMMARY

Charlotte Batson is a petroleum engineer with internationally-recognized subject matter expertise on the shale oil and gas industry and the principles of continuous improvement. She is Owner and Principal of Batson & Company, a consultancy that understands that the future of the oil industry lies in innovation to reduce costs, and helps their clients expand in the climate of lower oil prices. Batson & Company is also the publisher of [charlotte's oil & gas news – events and innovations for the path forward...](https://charlottes.ogn.com) an online news blog at <https://charlottes.ogn.com> that enjoys a readership of 17,700+ in 132 countries. Ms. Batson is also CEO of Tuscaloosa Energy Services, a member-based coalition of oilfield service companies and vendors that helps oil companies cut costs by sourcing locally and by using the latest innovations in oilfield solutions. During her work as a reservoir engineer, Ms. Batson managed offshore GOM fields and performed Federal offshore lease evaluations for Tenneco Oil Company. At Georgia Tech, she had the opportunity to study the principles of continuous improvement under Dr. W. Edwards Deming, and was funded under the first-ever series of awards under an IBM Grant to Georgia Tech to apply Total Quality Management principles to real-world problems. In 2009, she was appointed to the Mississippi Energy Policy Institute (MEPI) by Gov. Haley Barbour. She is well-published and is frequently requested to speak on shale-related topics, and notable events include chairing the Second Tuscaloosa Marine Shale Summit in Houston, Texas, the Transfield Worley Leading Practice Forum in Brisbane, Australia and the Shale Gas South Africa Conferences in Cape Town, South Africa.

## EXPERIENCE

### **Batson & Company, LLC**

*Owner and Principal, Wiggins, Mississippi, 2011-Present.*

Batson & Company, LLC possesses world class subject matter expertise on the oil and gas industry, including oilfield innovation, vendor marketing, continuous improvement and community preparedness in the “new normal” of lower oil prices. We market new technologies and solutions to industrial customers to help them stay on the cutting edge and remain profitable in spite of challenging market conditions. Our public relations practice educates communities on the facts regarding oil industry projects, technologies and practices so they can enjoy the job creation and other economic benefits of oil and gas development while managing the impacts. Batson & Company is also the publisher of [charlotte's oil & gas news](https://charlottes.ogn.com), an online news blog at <https://charlottes.ogn.com>.

### **Tuscaloosa Energy Services, LLC**

*Chief Executive Officer, Wiggins, Mississippi, 2012-Present.*

Tuscaloosa Energy Services (TES) is a coalition of oilfield service companies and vendors that helps oil companies cut costs by sourcing locally and by using the latest innovations in oilfield solutions. TES is on the Halcon Resources *Preferred Vendors List*. Although the TES team has their focus on the Tuscaloosa Marine Shale (TMS) of the Gulf Coast, their reach is global. The TES team works with Charlotte and with each other to support and strengthen their businesses with work leads and other information to inform their business and expand their markets. The companies of Tuscaloosa Energy Services set the standard of oilfield excellence in technical proficiency, safety, and ethics. TES is continually recruiting and evaluating new technologies and vendors for membership.

### **Tamerica Management Company**

*Associate and Energy Analyst, Mandeville, Louisiana, 2006-2011.*

Researching, analysis, workshop facilitation, and strategic guidance for economic development consulting projects for communities nationwide.

Building Alternative Energy and Shale Gas practice in Economic Development.

Landing the Shale Gas Supply Chain project for the Pittsburgh Regional Alliance.

Developing and leading The Louisiana Economic Development Certification Program.

Providing key inputs and strategic direction to projects, especially disaster recovery projects.

### **University of Southern Mississippi**

*Research Coordinator, Center for Community and Economic Development, Hattiesburg, Mississippi, 2001-2006.*

Provided small business support to businesses in 32-county region in Mississippi, including outreach and technical assistance.

Led a variety of economic development projects in EDA University Center for the 32-county region.

Co-authored application to Economic Development Administration for grant funding renewal.

Supervised graduate students efforts in economic development projects.

Organized the New South Economic Development course, certified by IEDC.

### **Independent Project Analysis, Inc.**

*Consultant, Upstream Petroleum Industry Projects Group, Reston, Virginia, 1997-1997.*

Analyzed risk for capital-intensive projects for client companies.

Benchmarked capital projects to help client companies use capital assets more efficiently.

### **Georgia Institute of Technology**

*Research Associate I, Georgia Tech Research Institute, Atlanta, Georgia, 1989-1997.*

IBM Corporation and Georgia Tech Research Institute – Analyzed Georgia Tech and

similar West Paces Ferry Medical Center timing problems using the Taguchi loss function.

Analyzed data to identify the critical training needs of management and employees.

Evaluated GTRI customer satisfaction via survey data collection and analysis.

Developed an Oracle-based database of project data for GTRI and Georgia Tech.

### **Tenneco Oil Company**

*Petroleum Engineer, Economic Planning Department and Eastern/Western Gulf Divisions, Lafayette, Louisiana, 1980-1986.*

Led statistical analysis and special projects, including market forecasts and feasibility studies.

Analyzed drilling efficiency for a set of industry drilling contractors,

Evaluated the economics of proposed exploration projects,

Evaluated the economics of proposed development projects (offshore platforms),

Managed producing oil and gas fields,

Evaluated offshore properties for Federal lease sales,

Analyzed the results of Federal offshore Gulf of Mexico lease sales industry wide,

Calculated reserves for exploration and production projects, and producing oil and gas fields,

Supervised log runs and data collection operations offshore,

Analyzed policy changes for pipeline infrastructure,

Evaluated vendor and equipment alternatives for offshore use, and

Analyzed recovery factor trends for reserve calculations.

## **SOCIETIES**

International Association of Drilling Contractors

Women's Energy Network of Houston

Area Governor, Area 42, Division D, District 77, Toastmasters International, 2011-2012

Mississippi Energy Policy Institute, 2009-2010

Elected Member (2 terms), Georgia Tech General Faculty Assembly

## **EDUCATION**

### **Georgia Institute of Technology**

Master of Science in Management, 1991

Honors: Graduate Teaching and Research Assistantships, Honorary Accounting Organization

### **Louisiana State University**

Bachelor of Science in Petroleum Engineering, 1980

Honors: Tau Beta Pi (Engineering Honor Organization), LSU Alumni Scholarship

## **PROJECTS**

Selected projects from Charlotte Batson's career.

### ***Helis Oil & Gas St. Tammany Parish Energy Project, 2014-present.***

The effort to get out the facts on the Helis Oil & Gas energy project in St. Tammany Parish has been extensive since the project was announced in 2014. This effort has included behind-the-scenes research, development of strategy and the message,

development of materials that include the project website, and presentations for parish leadership and media interviews in a variety of media.

*Analysis and Presentation for The Trade Council of the Ministry of Foreign Affairs of Denmark, 2015.*

The information that reaches our overseas allies and trading partners is frequently garbled in translation. Analysis was done on the implications of the U.S. shale oil and gas phenomenon for farmers in northern Europe and presented with a demand outlook for coal, oil and gas.

*Marketing Plan Targeted to the Shale Oil & Gas Industry for American Electric Power, 2014.*

Identifying and marketing to oil and gas industry companies is a very different prospect than for any other industry. This Marketing Plan developed a marketing approach needed to supplement existing AEP marketing activities and improve effectiveness in reaching potential new customers among the Shale Gas supply chain companies. This effort included development of a value proposition, goals, objectives, and recommended prioritized strategies. In developing this marketing plan for the shale oil and gas industry, Batson & Company emphasized industry-specific aspects in lieu of traditional economic development.

*Best Practices in Shale Oil and Gas Development for Amite, Pike, Wilkinson Counties, 2012.*

The economic impacts in other areas resulting from shale development have been significant. Amite, Pike, and Wilkinson Counties welcome the investment and jobs creation at a time of high unemployment. These anticipated situations require advance preparation and planning, and the solutions are not "one size fits all." This project identified the Best Practices in Shale Oil and Gas Development that would help Amite, Pike and Wilkinson Counties mitigate the risks and impacts and prepare for the onset of the bulk of the activity. Data were collected and interviews were conducted of relevant parties to determine current policy for regulating these types of activities in the state of Mississippi. The result is information on Best Practices employed in other states to deal with these issues, and a set of recommendations developed to guide the leadership of southwest Mississippi in light of the region's particular characteristics and challenges, with resources from the Best Practice regions, in their efforts to pre-position the region and prepare for this new industry.

*Taking Advantage of the Shale Oil and Gas Supply Chain in Ohio, 2012.*

This project worked to establish and strengthen Columbus 2020 ties with supply chain companies already in the region, and initiate efforts to attract others via the Offshore Technology Conference (OTC) in Houston. OTC is the largest oil and gas industry trade show in the world, and one of the largest for any industry. There were two simultaneous efforts involved: An effort to reach out to existing businesses in the Columbus region and begin to build those relationships, and an effort to attract companies that are or may be working the Utica shale to attract them to the Columbus region.

*Shale Gas Value Chain Project for the Pittsburgh Regional Alliance, 2011.*

Shale gas is a disruptive phenomenon that is remaking the US economy and

domestic energy markets and creating opportunities in all parts of the value chain. In this project for the Pittsburgh Regional Alliance, Tamerica and Charlotte Batson used her oil industry insight and experience to identify and recommend Shale Gas supply chain opportunities (and specific companies) that were a good fit with the Pittsburgh region's competitive strengths: workforce, sites, and so on.

*Analysis of Late Deliverables Using Statistical Methods and the Taguchi Quality Loss Theory, 1994.*

In 1993, the National Science Foundation notified Georgia Tech with a threat to cancel all funding for research projects, due to the frequency and severity of late deliverables (which can include documents, prototype models, and a variety of other items). Simultaneously, IBM awarded Georgia \$5 million to establish Continuous Quality Improvement in its curriculum, operations and research. Charlotte Batson studied the factors contributing to lateness, and demonstrated that the variables in the project tracking system accounted for only 2.3% of lateness, while issues with teamwork and communication had a much more substantial impact.

*Forecast of the Gulf of Mexico Mobile Rig Market, 1984.*

In 1984, the Department of the Interior proposed a sweeping change to the process in which offshore leases are awarded: instead of leasing being limited to only a small selection of offshore Gulf of Mexico "blocks," bids would be accepted on any block in the specified areas. Under the new "area wide" lease sales, demand for drilling rigs – the most costly part of the supply chain – was expected to increase sharply. Tenneco Oil Company needed guidance on whether the mobile rig market would be tight enough that the cost of the rigs (day rates) would increase. Charlotte Batson analyzed this portion of the oil industry supply chain and produced a forecast that proved to be extremely accurate.

*Efficiency of Various Offshore Gulf of Mexico Drilling Contractors, 1983.*

The most significant cost component of the oil industry "operator" supply chain is the drilling rig itself. Having solid information on the efficiency of the drilling contractors frequently used by Tenneco Oil Company (TOC), and the quality of that work, is an important part of effectively using capital. Charlotte Batson used a variety of data collection sources and analysis methods to examine and report on this issue, with surprising results reported to TOC management. Contractors believed to be inefficient and ineffective were proven to perform competitively.

**PRESENTATIONS,  
PUBLICATIONS,  
AND INTERVIEWS**

*"Batson's Blog Shows How to Make Money in Today's Oil Patch"*

*The Jacki Daily Show, August, 2016 (radio and podcast).*

<https://batson-co.com/2016/09/08/charlotte-batson-jacki-daily-show-08-28-16/>

*"American producers' love-hate relationship with technology"*

*American Energy News, February 28, 2016.*

<https://batson-co.com/2016/02/29/american-producers-love-hate-relationship-with-new-technology/>

*"Continuous Improvement: The Manufacturing Analogy and Statistical Tools in Shale 2.0"*

Innovations in Production Enhancement, Houston, Texas, October 2015.

**PRESENTATIONS,  
PUBLICATIONS,  
AND INTERVIEWS  
(continued)**

- “Shale Revolution, Pipelines and Future Prospects for Australia”*  
*The Australian Pipeliner*, July, 2015.  
<https://batson-co.com/2015/07/01/shale-revolution-pipelines-and-future-prospects-for-australia/>
- “The Shale Oil and Gas Phenomenon in the U.S. and Implications for European Agriculture”*  
 The Trade Council of the Ministry of Foreign Affairs of Denmark, Chicago, Illinois, June, 2015.
- “The Helis Oil & Gas Energy Project Update”*  
 WWL radio, the Don Dubuc Show (sub for Garland Robinette), June, 2015.  
<https://batson-co.com/2015/06/12/charlotte-batson-on-the-don-debuc-show-12-june-2015/>
- “Shale Oil & Gas Development Changing the Way the Nation Does Business”*  
*Area Development Magazine*, January, 2015.  
<https://batson-co.com/2015/01/21/shale-oil-gas-development-changing-the-way-the-nation-does-business/>
- “Shale Oil: Market Correction or Longterm Direction?”*  
*Mississippi Business Journal*, December, 2014.  
<https://batson-co.com/2014/12/18/shale-oil-market-correction-or-longterm-direction/>
- “Fracking concerns draw crowd to rare public hearing with DNR”*  
*WDSU Baton Rouge*, November, 2014.  
<https://batson-co.com/2014/11/13/fracking-concerns-draw-crowd-to-rare-public-hearing-with-dnr/>
- “Vampire Diaries’ Ian Somerhalder rallies fracking opponents in St. Tammany”*  
*WGNO New Orleans*, November, 2014.  
<https://batson-co.com/2014/11/12/vampire-diaries-ian-somerhalder-rallies-fracking-opponents-in-st-tammany/>
- “The Meaning of Utility: Electricity is the Latest Frontier for Innovation in Shale Oil and Gas”*  
*The Site Selection Energy Report*, September, 2014.  
<https://batson-co.com/2014/09/08/the-meaning-of-utility-electricity-is-the-latest-frontier-for-innovation-in-shale-oil-and-gas-by-charlotte-batson/>
- “Lodges to Be Built for TMS Workers as Hotels Fill”*  
*The Louisiana Weekly*, September, 2014  
<https://batson-co.com/2014/09/08/lodges-to-be-built-for-tms-workers-as-hotels-fill/>
- “Helis Oil Gives First Look at Proposed St. Tammany Site”*  
*WVUE New Orleans*, July, 2014  
<https://batson-co.com/2014/07/22/helis-oil-gives-first-look-at-proposed-st-tammany-site/>
- Third Tuscaloosa Marine Shale Summit*,  
 Served as Chair, Houston, Texas, June 2014.
- “Big Investment in Halcón Drilling Reflects Confidence in a Lucrative TMS”*  
*Mississippi Business Journal*, May, 2014  
<https://batson-co.com/2014/05/26/big-investment-in-halcon-drilling-reflects-confidence-in-a-lucrative-tms/>



**PRESENTATIONS,  
PUBLICATIONS,  
AND INTERVIEWS  
(continued)**

*“The Road Ahead for the New World of Southern Africa Shale Gas Exploration”*  
4<sup>th</sup> Shale Gas South Africa, Cape Town, South Africa, March, 2014.

*“OIL BOOM: Good Times Elude Shale Bonanza’s Next Big Play”*

*E&E Publishing*, December, 2013.

<https://batson-co.com/2013/12/16/oil-boom-good-times-elude-shale-bonanzas-next-big-play/>

*“Lessons Learned: The Path to Shale”*

*Gas Today Australia*, November, 2013.

<https://batson-co.com/2013/11/28/lessons-learned-the-path-to-shale/>

*“Living the Pipe Dream”*

*Shipping Network, The Official Magazine of the Institute of Chartered Shipbrokers*, September, 2013.

<https://batson-co.com/2013/09/16/living-the-pipe-dream/>

*“Applying Lessons Learned Overseas in the Australian Shale Gas Market”*

Transfield-Worley Leading Practice Forum, Brisbane, Australia, May, 2013.

*“Counties ‘hoping to get it right’ as they await Tuscaloosa Marine Shale Boom”*

*Mississippi Business Journal*, May, 2013

<https://batson-co.com/2013/05/24/counties-hoping-to-get-it-right-as-they-await-tuscaloosa-marine-shale-boom/>

*“Fervor Grows for Tuscaloosa Marine Shale”*

*Mississippi Business Journal*, May, 2013

<https://batson-co.com/2013/05/17/fervor-grows-for-tuscaloosa-marine-shale/>

*“Three Questions: Shale Oil and Gas on the Cusp?”*

*Automation World*, May, 2013. (article and podcast)

<http://www.automationworld.com/oil-and-gas/three-questions-shale-oil-and-gas-cusp>

*“New Energy Hubs Emerge in the Shale Oil and Gas Supply Chain”*

CSCMP Chicago Roundtable 30th Annual Spring Seminar, Council of Supply Chain Management Professionals, Chicago, Illinois, March, 2013.

*“Taking Advantage of Supply Chain Opportunities in the Shale Oil & Gas in South Africa”*

2<sup>nd</sup> Shale Gas South Africa, Cape Town, South Africa, October, 2012.

*“Supply Chain Opportunities in Shale Oil & Gas Development in South Africa”*

CNBC Africa Power Lunch, October, 2012.

<https://batson-co.com/2012/10/23/supply-chain-opportunities-in-shale-oil-and-gas-development-in-south-africa/>

*“Shale and the Impact on Infrastructure”* (panel moderator),

Society of Marketing Professional Services, Columbus, Ohio, October, 2012.

*“Channels on the Rise”*

*The Site Selection Energy Report*, September, 2012.

<https://batson-co.com/2012/09/26/channels-on-the-rise/>

*“Shale Oil and Gas: Revitalizing Inland Transportation Networks”*

*Site Selection Magazine*, September, 2012.

<https://batson-co.com/2012/09/10/shale-gas-revitalizing-inland-transportation-networks-by-charlotte-batson/>

*“Logistics and Transportation in Shale Oil and Gas Development”*

Area Development Consultants Forum, Lubbock Texas, September, 2012.

*“Best Practices in Shale Oil and Gas for Amite, Pike and Wilkinson Counties”*

Series of Public Meetings, June, 2012.

*“How McComb, SW Mississippi Prepares for Tuscaloosa Shale Oil Exploration and Growth”*

*Tangilena.com*, June 2012.

<https://batson-co.com/2012/07/05/how-mccomb-sw-mississippi-prepares-for-tuscaloosa-marine-shale-exploration-and-growth/>

*“Shale Gas Gets a Move On”*

*The Site Selection Energy Report*, June, 2012.

<https://batson-co.com/2012/06/27/shale-gas-gets-a-move-on/>

*“Ohio, the Region, and Licking County’s Future”*

Licking County Energy Summit, March, 2012.

*“New Energy Hubs Emerge in the Shale Oil and Gas Supply Chain”*

*The Site Selection Energy Report*, February, 2012.

<https://batson-co.com/2012/02/29/new-energy-hubs-emerge/>

*“Amite OKs Fracking Study”*

*McComb Enterprise-Journal*, January, 2012.

<https://batson-co.com/2012/02/07/amite-oks-fracking-study/>

*“How Shale Gas is Redefining the Energy Landscape”*

*Site Selection Magazine*, January, 2012.

<https://batson-co.com/2012/01/06/how-shale-gas-is-redefining-the-energy-landscape-by-charlotte-batson/>

*“Myths and Realities of Shale Oil and Gas”*

Tamerica Webinar, September 2011.

*“Alternative Energy: Implications for the US Chemical Sector”*

Presentation for the Houston Chemical Association, October 2010.

*“Shale Gas: Economic Development Opportunity or Environment Threat?”*

*The Site Selection Energy Report*, May 2010.

<https://batson-co.com/2010/05/01/shale-gas-ed-opportunity-or-environmental-threat-by-charlotte-batson/>

*“Alternative Energy: Is it the Next Dot Com Bubble?”*

Presentation at the Texas Economic Development Council Spring Conference, Arlington TX, April 2010.

*“Shale Gas: A Site Selection Game-changer”*

*The Site Selection Energy Report*, November 2009.

<https://batson-co.com/2009/11/01/shale-gas-a-site-selection-game-changer-by-charlotte-batson/>