

# DIGITAL OFFSHORE '25

**Connect | Innovate | Accelerate**

Unlocking value through data and digitalization

Sponsored by **HALLIBURTON**

St. John's, Newfoundland & Labrador  
March 25-26, 2025

## CONFERENCE AGENDA

### Day 1 – Tuesday, March 25, 2025

8:00 AM

#### Doors open

8:30 – 8:40 AM

#### Opening Remarks

- **Dave Finn** – CEO, Energy Research & Innovation NL (ERI)
- **Dwayne Hopkins** – Manager, Digital Resource Initiative, techNL

8:40 – 8:55 AM



#### Opening Greetings

**Hon. Andrew Parsons** – Minister of Industry, Energy, and Technology,  
Government of Newfoundland & Labrador

9:00 – 10:30 AM

**subsea 7**

#### Session 1 – Challenges and Opportunities

*Sponsored by: Subsea 7 Canada*

Industry panel where operators across sectors articulate their needs and interests and share what would add value to their digitalization initiatives.

**Moderator:** Dave Finn, CEO, ERI

#### Presenters:

- **David Ralph** – Senior Manager, Global Operations Technology - Future Operations, Equinor
- **Rolf Stoesser** – Manager Automation and Technology, Rio Tinto IOC
- **Taryn Baker** – Program Integration Planning and Governance  
**Mario Ciaramicoli** – Program Integration, *Lunar Exploration Program*  
Canadian Space Agency
- **Warren Connors** – Section Head, Atlantic, Defence Research and Development Canada  
**Mark Stoddard** – Maritime Systems, Experimentation, and Analytics (M-SEA)  
Department of National Defence

10:30 – 11:00 AM



## Networking Break

*Sponsored by: Cenovus Energy*

11:00 AM – 12:00 PM



## Session 2 – Use Cases

Speakers will discuss what are key focus areas for digitalization in their organizations and/or sectors.

**Moderator:** - Michelle Simms, CEO, Advantage St. John's

**Presenters:**

- **Svein Gunnar Haugen** – Process Technician Operations Process, Equinor
- **Luis Flores Escamilla** – Tech Consultant and AI Innovation Partner, SLB
- **Adam Keating** – Co-Founder & CEO, CoLab

12:00 – 2:00 PM



## Session 3 – Lunchtime Keynote

*Sponsored by: Canadian Association of Petroleum Producers*

### AI / ML at scale: Turning concepts to business impact

**Sumeet Trehan**, AI / ML Principal, ExxonMobil

Scaling AI/ML from concept to real business impact requires more than just great models - it requires scalable operationalization. In this session, we'll explore two real world use cases and discuss the key structures, governance, and best practices needed to deploy AI/ML at scale.

2:00 – 3:00 PM



## Session 4 – AI & Productivity

*Sponsored by: Omega 365 Canada*

A panel exploring the importance and role of AI in enhancing productivity for Canada, the province and companies.

**Moderator:** David McNeil, Senior Advisor, ACOA

**Presenters:**

- **Vince Payne** – Co-Founder & CEO, OPAS Mobile
- **Jennifer LaPlante** – Chief Growth & Investment Officer, Ocean Supercluster
- **Desmond Power** – Vice President – Remote Sensing, C-CORE

3:00 – 3:30 PM

## Networking Break

3:30 – 4:30 PM

**ExxonMobil**

### Session 5 – Leadership in Digitalization

*Sponsored by: ExxonMobil Canada*

Leaders explore how to identify, articulate and quantify the benefits of a digitalization initiative: cost, productivity, safety and environmental performance and how they created and support a culture that enables their people to successfully lead/participate in digitalization. Topics include upskilling, change management, workforce readiness, how to get projects approved, implementation approaches.

**Moderator:** - Rob McGarth, Senior Director, Industrial Benefits & Innovation, C-NLOPB

**Presenters:**

- **Scott Tessier** – CEO, Canada-Newfoundland and Labrador Offshore Petroleum Board (C-NLOPB)
- **Heather Davis** – Project Execution Lead, Digitalization, Aker Solutions
- **Robert Goodman** – Regional Practical Lead, Digital – Eastern Canada, Hatch

4:30 – 6:00 PM

## Social

Exhibition Area – St. John's Convention Centre

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## Day 2 – Wednesday, March 26, 2025

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8:00 AM

### Doors open

8:30 AM

#### Opening Greetings

- **Charlene Johnson** – CEO, Energy NL

8:40 – 10:00 AM



#### Session 6 – Celebrating the Ecosystem

*Sponsored by: Equinor Canada*

A roundup of collaborative initiatives and relationships that illustrates the NL digital innovation ecosystem's unique capacity for research, development and demonstration (RD&D) and innovation in digitalization and ocean technology. The session will showcase the capabilities of the local ecosystem through use cases demonstrating how partners work together to innovate. Case studies and examples of new ecosystem resources & organizations spurring collaboration will highlight infrastructure, projects, collaborations, and programming.

**Moderator:** Tyler Beatty, Canada East R&D – Research, Education & Training, ExxonMobil Canada

#### Presenters:

- **Randy Billard** – CEO, Virtual Marine
- **Jennifer Smith** – Assistant Research Officer, National Research Council – Ocean, Coastal and River Engineering Centre (NRC-OCRE)
- **Rocky Taylor** – Faculty of Engineering and Applied Science, Memorial University
- **Desmond Green** – Senior Project Manager, GRi Simulations
- **Maria Halfyard** – Manager, Business Development, Marine Institute
- **Dr. Michael Long** – Dean of Applied Research and Innovation, College of the North Atlantic
- **Meagan Kay-Fowlow** – President, Co. Innovation Centre

10:00 – 10:30 AM



### Networking Break

*Sponsored by: GRi Simulations*

10:30 – 11:30 AM

**Session 7 - Getting Value from Data**

How can data owners get more value from their data, a foundational priority for digitalization. Topics: data management, data hygiene, contextualization, enabling collaboration. Case studies.

**Moderator:** Kris Costello, Director – Development and Operations, Oil and Gas Corporation of Newfoundland & Labrador

**Presenters:**

- **Deanne Duff** – Data Management Technology Lead, C-NLOPB
- **Waseem Khan** – Digital Solutions Advisor, Halliburton
- **Blair MacDougall** – President, Waterford Energy Services

11:30 AM – 12:30 PM

**Session 8 – Opportunities in AI**

Case studies where speakers share how they have used, are using or are planning to use AI to deliver value to their companies.

**Moderator:** Dr. Stephen Czarnuch, Director of Centre of AI, Memorial University

**Presenters:**

- **Brad Power** – Software Development Lead, Enaimco
- **Mike Maguire** – CEO, Copsys Technologies Inc.
- **Matt Adams** – CEO, NetBenefit Software

12:30 – 2:30 PM

**Session 9 – Lunchtime Keynote****Automation technologies, labour market disruptions and productivity gains**

**Tony Bonen** - Executive Director, Economic Research, Conference Board of Canada

Canada faces a productivity challenge. Emerging automation technologies, including AI, can help turn the tide, but it is unclear what the benefits and potential disruptions will be. New Conference Board research identifies which areas of the economy stand to gain the most from different types of automation technologies, barriers firms face in implementing technologies, and what kind of jobs will be lost and gained in the process.

2:30 – 3:30 PM

**Session 10 – Digitalization Across the Supply Chain**

Use cases on how companies are using digital products to deliver value to their companies / clients.

**Moderator:** Caron Hawco, President, Caron Hawco Group

**Presenters:**

- **Pascal Milord** – Project Manager, Additive Manufacturing, Atlantic XL
- **Gerry Mayo** – VP Operations, PF Collins
- **Dan Ogden** – Solution Manager, Digital Transformation, Atlantic Controls

3:30 – 4:00 PM

**Session 11 – Closing Keynote****The Challenge: The Future of Digital Transformation in Energy**

**Pom Sabharwal**, Enterprise Solutions Lead - Landmark, Halliburton

This keynote will explore the unique digital transformation opportunities within the energy industry, emphasizing how business transformation and automation can yield substantial benefits. Emerging technologies not only present new opportunities but also reduce costs while driving significant change. Additionally, the keynote will address strategies for managing volatility in the energy sector, considering years of underinvestment in oil and gas, alongside the push for decarbonization.

4:00 PM

**Conference Closing Remarks**