

MUHAMMAD MOEEN YAQOOB

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PERSONAL STATEMENT

A digital technology enthusiast and strategic visionary with strong leadership skills and deep understanding of emerging technologies and their potential uses in digital transformation of the energy industry. Motivated by the challenges of solving complex problems and a passion for making things happen, with the ability to work across large organizations.

WORK EXPERIENCE

Jan 2017 – present

IIoT Program Manager – Schlumberger Industrial Internet Center, Houston, Texas

- Leading the definition and execution of Schlumberger's Edge Computing strategy, a cornerstone of Schlumberger's digital transformation initiative.
- Working closely with 'all' product lines within Schlumberger for accelerated, efficient and successful business adoption of IIoT and Edge Computing technologies, resulting in new business opportunities and significant reduction in Upstream operating expenses.
- Responsible for identification of emerging digital technologies & opportunities with potential to enhance value proposition of products and services offered by Schlumberger.
- Led the efforts to establish strong strategic partnership with technology giants Google and Microsoft for close collaboration in utilizing their IoT, Cloud and ML technologies for mission critical applications in Oil & Gas industry.

Oct 2016 – Dec 2017

Digital Enablement Arch. Mgr – Schlumberger Industrial Internet Center, Houston, TX

- Led the development of software/middleware platforms and reference architectures for end-to-end Industrial Internet of Things (IIoT) solutions
- Built and mentored a strong team of digital technology professionals in embedded sw, IT-, OT- & IoT-security, Artificial Intelligence & Machine Learning, communication and networking technologies, cloud technologies (IaaS and PaaS), front-end and back-end sw, DevOps and QA.
- Developed roadmaps of emerging technologies within IIoT and led the execution of PoCs to assess technical viability and business value of these technologies for Schlumberger.

Apr 2013 – Sep 2016

Software Project Manager – Schlumberger Limited (Oslo Technology Center), Norway

- Defined, planned, and simultaneously managed several multi-disciplinary 'New Product Development' (NPD) projects, as part of digital transformation initiative, aimed at transforming customer experience, improving operational efficiency and reducing capital and operational cost of marine seismic operations.
- In addition to having a direct impact of significant annual cost savings – approx. 6.3M USD per year – the projects also provided new opportunities for value creation
- Identified and managed technical and non-technical risks, effectively communicated these to stakeholders at all levels and managed their expectations.

Apr 2011 – Apr 2013

Project Leader – Schlumberger Limited (Oslo Technology Center), Norway

- Led and managed tasks across the team responsible for the development of a new marine seismic data acquisition system, IsoMetrix – the biggest engineering project ever taken by Schlumberger, which has revolutionized the towed marine seismic industry.

- The new highly distributed acquisition system has been qualified to acquire and carry-out complex real-time processing on the data coming in at a tremendous rate of more than 8Gbps from about one million live sensors.
- Responsible for preparation of detailed project plans with estimates of time, budget and resources required to deliver high quality components of the system.

Aug 2007 – Apr 2011

Software Engineer – Schlumberger Limited (Oslo Technology Center), Norway

- Successfully led the design and development of a real-time data-acquisition, data-processing and data-recording modules for the next generation marine seismic streamer and source of WesternGeco, the seismic exploration services segment of Schlumberger.
- Selected and qualified high-performance computing techniques, high-throughput communication technologies and a cluster of the state-of-the-art hardware, for data processing and data management.

Aug 2000 – Aug 2002

Design Engineer – Avaz Networks Inc. (HQ Irvine CA) Islamabad, Pakistan

- Led a team to design an application specific processor core for cryptographic algorithms.
- Worked as a member of a team, to design the world's highest density media processor optimized for speech processing algorithms and utilized in voice-over-IP applications

EDUCATION

Sep 2018 – Dec 2018

Digital Strategies for Business – Columbia Business School

Executive level course focussed on tools and frameworks for business leaders to innovate new strategies and business models to thrive in the digital age.

Oct 2013 – Dec 2013

Foundations of Business Strategy – Darden School of Business, University of Virginia

Introductory level course that explores the underlying theory and frameworks that provide the foundations of a successful business strategy.

Oct 2003 – Jun 2007

PhD in Control Engineering – Imperial College London

- **Title: Computationally Efficient Algorithms for Non-linear Target Tracking Problems**
- Designed efficient recursive Bayesian estimators for non-linear dynamic state prediction and estimation problems and compared their performance with the particle filters.
- The project was fully sponsored by General Dynamics UK Limited and the Ministry of Defence (MoD) UK.

Sep 2002 – Sep 2003

MSc in Communications & Signal Processing – Imperial College London

- Awarded distinction for being 2nd in a class of 47 students, obtaining more than 80% marks.
- **Dissertation Project: Object Tracking Algorithms and Implementations**
Designed and implemented a person tracking algorithm in video sequences, using a combination of Pseudo-2D Hidden Markov Model (HMM) and Kalman filter, with an aim to develop a real-time person tracking system for Sony B&P Research Labs, UK.

PROFESSIONAL TRAINING COURSES

Oct 2017	Schlumberger EMS Project Management Excellence – Caltech, USA
May 2014	Schlumberger EMS Project Management Forum – Theme: Accelerating Innovation
Dec 2012	Schlumberger Management Essentials-I
Jul 2010	Schlumberger OFS-3 – Managing and Leading your people
May 2009	Schlumberger OFS-2 – Basic Finance, Time Management and Problem Solving
Sep 2008	Lean Software Project Management

SPECIAL INTERESTS

- Providing project mentorship to young Pakistani engineers through the US-based non-profit organization, '[Sawayra](#)', working towards a mission to empower people in developing countries with basic necessities of electricity and clean water.
- Follow the analysis of Oil & Gas market, trends in Upstream and Downstream Oil & Gas sectors and strategies of global NOCs and IOCs.
- An active reader of articles and reports from IHS, McKinsey, Harvard Business Review, MIT Sloan Management Review and Gartner.
- Like to spend spare time with my family, preferably travelling and doing outdoor activities. Cycling and watching cricket and football.