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DUTCH HOLLAND, PHD & JIM CROMPTON, MS GEOPH & MBA

THE FUTURE BELONGS TO THE DIGITAL ENGINEER — TRANSFORMING THE INDUSTRY
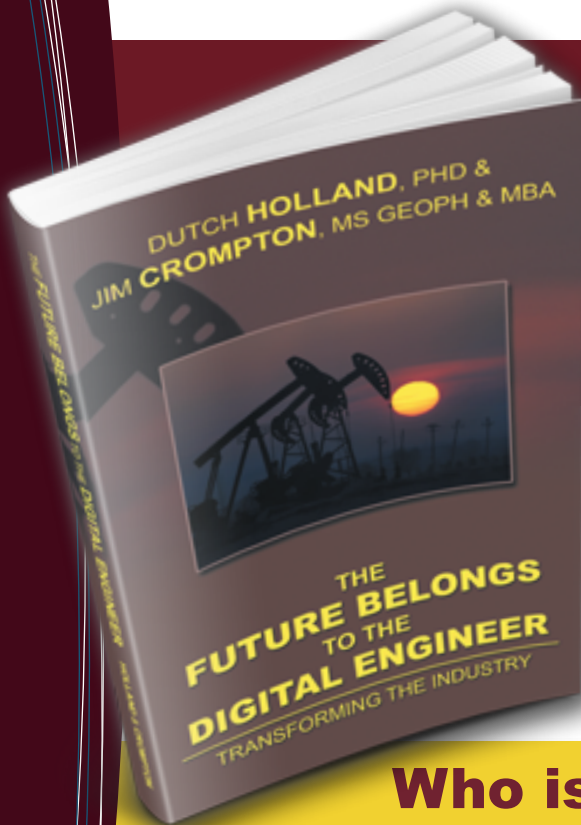
Easy to follow step-by-step roadmaps to help successfully implement Digital Engineering in your organization

- Easy-to-follow guidelines
- Accurately identify change needs
- Quickly implement right steps

The Future Belongs to the Digital Engineer

Who is the Digital Engineer?

"The Digital Engineer will be a person with knowledge and skill in the use of engineering and digital technology to enable major process improvements and performance increases in both physical and business operations."

New engineers today enter the workforce with high digital literacy, in addition to their qualifications in traditional disciplines. The challenge is to turn new professionals into Digital Engineers … who bring value to the business.

"Jim Crompton, with his coauthor Dutch Holland, has clearly shown us how to bring historically-disconnected skills, organizations and technologies together to drive competitive advantage. This book needs to be on every upstream business person's digital bookshelf." Peter J. Robertson, former vice chairman of the board of directors of Chevron Corporation

The enduring challenge for companies is connecting the best technology to the organizations work processes in order to produce business value; creating a rewarding environment for their staff and superior results. This book by Dutch Holland and Jim Crompton provides some big ideas and a roadmap of how to meet that challenge. Bill Baksi, President, Red Team Marketing

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Dutch Holland, PhD & Jim Crompton, MS GEOPH & MBA are highly regarded as "thought leaders" and as consultants who will tell it like it is. The authors' collaboration combines management consulting experience in upstream with oil & gas domain expertise into important insights about creation of business value from digital technology.

Jim and Dutch are both convinced that the Digital Engineer concept must be made a reality or the Big Crew Change will likely result in both "outdated roles" and replacements that may "fit the roles but not the digital future of the upstream business."

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