

# Diego Tortella Azcárate

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## Strategic Business Leader | Driving Growth Through Technology & Transformation

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With 30 years of global industry experience, I have thrived in diverse, high-stakes business environments, leading transformation across technical, commercial, and executive roles. My expertise spans strategy, project management, sales, business development, marketing, and leadership—equipping me with a holistic view of value creation.

I am committed to driving business growth by accelerating value realization through core transformations enabled by digital technologies. My leadership philosophy is built on three core pillars: integrity, delivering value, and creating a lasting positive impact on the environment—encompassing customers, employees, partners, communities, and the planet we all share.

## Professional Experience

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- 2024 - Present** - **Business Consultant.** I help organizations craft and execute robust strategies for core business transformation, leveraging the opportunities created by digital technologies. Additionally, I support sales teams in developing high-impact strategies and processes to sell technology focusing on value propositions and customer-centric value creation to drive sustainable growth.
- 2023 - 2024** - **SLB: Digital Solutions Manager (Angola, Central and East Africa) Based in Luanda.** Responsible of growth of SLB Digital Business in the region. Driving the business of Digital Solutions to help customers accelerate their digital transformation initiatives ensuring business value realization. Managing a team of 30 professionals.
- 2019 - 2023** - **SLB (Schlumberger rebrand): Digital Subsurface Solutions Business Development Manager and Sales & Commercial Manager (Latin America South) Based in Buenos Aires.** Responsible of growth of SLB Digital Business in Latin America South (Argentina, Bolivia, Brazil, Chile). From 2022, also Sales and Commercial Manager managing a sales team of 12 sales professionals.
- 2018 - 2019** - **Schlumberger: Software Integrated Solutions (SIS) Global Technical Solutions Sales Manager. Based in London (U.K.).** Responsible of the global deployment of the Technical Sales organization for SIS. Definition of the strategy of Technical Solution Sales, definition of rules of engagement and methodology of the Technical Sales métier. Selection, training and coaching of 60 Technical Sales Engineers in year one.

- 2016- 2017** - **Schlumberger: Software Integrated Solutions (SIS) Global Account Manager. Based in Madrid (Spain).** In charge of all sales, marketing and business development for global accounts based in Spain (Repsol and Cepsa). Executive level relationship management, negotiation of global contracts, bid management for RFP processes.
- 2014-2016** - **Schlumberger: Software Integrated Solutions (SIS) Operations Manager KWT (Kuwait),** responsible of: Strategy, Business Development, Sales, Consulting, Technical Support, Training, Quality, and HSE of SIS. Managing and coordinating an organization of 70 professionals that support the activity of Kuwait companies.
- 2011- 2014** - **Schlumberger: Geoscience and Exploration Manager SIS Mexico and Central America (MCA). Based in Mexico City.** Leading the geoscience team in MCA to provide high value technical solutions. Responsible of: Business Development, Strategic direction and market positioning for all SIS technology and services.
- 2009- 2011** - **Schlumberger: Senior Account Manager SIS North America. Based in Houston.** Leading sales of a territory consisting of Large/Medium Independents and Medium/Small International companies with Offices in Houston.
- 2006-2009** - **Schlumberger: Software Products Manager SIS Venezuela, Trinidad and the Caribbean. Based in Caracas,** business development, strategic direction and market positioning for all SIS technology and services. Managing an organization of 40 engineers.
- 2002-2005** - **Schlumberger: SIS Location Manager Spain and Portugal. Based in Madrid** in charge of all sales and services management responsibilities for SIS in the region.
- 1997-2001** - **Schlumberger: Geophysicist and Data Management Project Manager, located in Gatwick (U.K.).** Working in borehole seismic processing and interpretation. Project Manager of several Data Management projects for UK South.
- 1994-1996** - **Geophysicist at the Institute of Earth Sciences "Jaume Almera" (CSIC) based in Barcelona:** Geophysical characterization of saline rocks for nuclear waste storage, data processing and interpretation.

## Education

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- 1991-1993** Institut Français du Pétrole (IFP), Ecole Nationale Supérieure du Pétrole et des Moteurs (ENSPM):  
**“Diplome d’Ingenieur” - equivalent to MSc. - in Petroleum Exploration** (Specialty: Geophysics).
- 1985-1991** University of Barcelona, Spain:  
**Degree in Geology.** Covering structural geology, sedimentology and geophysics.

## Other

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- Languages**
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| - Spanish (fluent) | - English (fluent) | - Portuguese (basic) |
| - French (fluent)  | - Catalan (fluent) |                      |