

ppdmTM
The Global Energy
Data Professionals



2024 Annual Report

Moving into the Future



About the PPDM™ Association

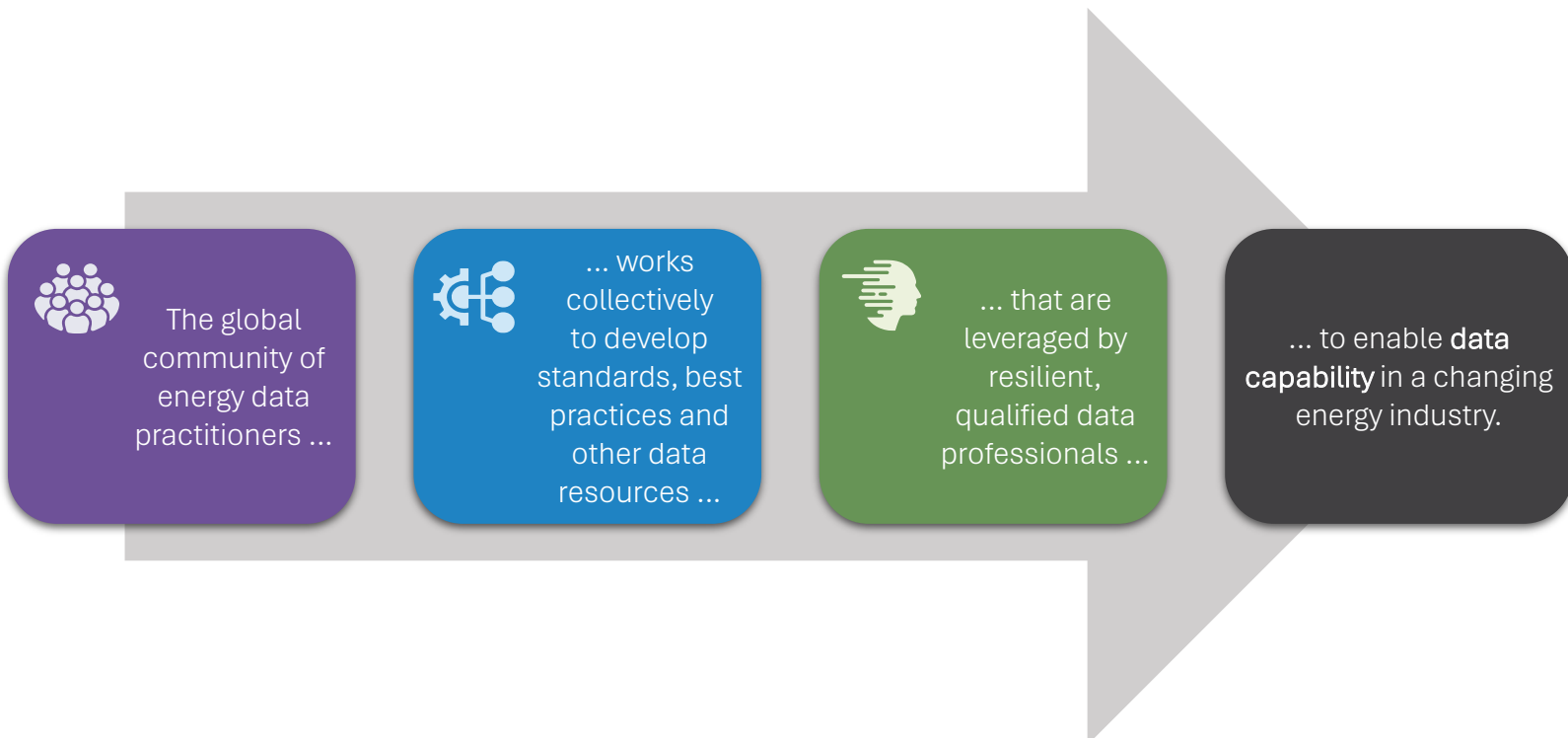


The PPDM™ Association is the not for profit, global society that enables the development of data professionals, engages them in community, and endorses a collective body of knowledge for data capability across the energy and natural resources industry.

The PPDM™ Association supports the entire energy value chain: Petroleum, New Energy, Environment, and Technology. We leverage the trusted PPDM Way to develop data standards, enable knowledge sharing, and provide professional development for data professionals and data consumers across the energy industry.

PPDM™ supports nearly 21,000 data professionals in more than 100 countries. Members support program development by volunteering for workgroups and committees and by providing critical financial resources.

Three PPDM™ Pillars support the strategies and intentions of PPDM™ members. Specific programs within each Pillar produce products and services that help data professionals, employers, energy companies and the energy industry as a whole.



From the BOD Chair

Community is the backbone of the PPDM Association. The economic turmoil of the post-COVID years has had a continued impact on the Energy Industry, and the community of data professionals has not been immune to the pressures of this uncertainty. While significant restructuring activity and corporate mergers or failures have challenged the number of data professionals engaged in legacy sectors of the industry, the PPDM Association continues to represent an active global community of more than 20,000 data practitioners in over 100 countries with community events, data resources, and professional development opportunities. The PPDM community offers a welcome respite to the armies of data practitioners continually under pressure to do more with less.



Al Huber, Chair
PPDM Board of Directors

Despite staff turnover and resource challenges resulting in the postponement of the 2024 Houston Convention to June, nearly 150 delegates heard an exceptional cast of nine keynote speakers and presenters from multiple continents address the **“Currency of Sustainability”** from various energy and non-energy data perspectives. The energy over the two-day conference remained vibrant and the event continued to provide delegates with both a solid professional development proposition and a positive networking experience. Additionality, local luncheon events and workshops or symposia in Australia, Canada, Europe, and the USA continued to provide value for local data communities.

The Data Resources Pillar, or International Energy Data Standards (IEDS), continued to deliver at an astonishing pace, increasing the value proposition for PPDM membership with a continued focus on technology neutral standards and best practices. Nearly three thousand (3000) new data rules were introduced during the fiscal year, **bringing the PPDM Rules Library to a total of more than 6300 rules.**

Twenty-five new Reference Lists were published supporting both legacy and new energies, and emissions reporting. Many of these lists were either developed in collaboration with the OSDUTM Forum or were developed to support the Forum adding significant value to members who participate in both fora and the industry overall. The IEDS continued to leverage the immense value in PPDM’s legacy data model.

A total of **nine technology neutral data objects** have now been completed with an additional five objects nearing completion.

The **“What is Seismic”** program launched in Q3 of the past fiscal year. A group of about a dozen experts has been compiling a practical, comprehensive library of resources that will support those who manage seismic data as a valuable but complex and challenging resource. Expect to see early results for this project later this year. Prior to the launch, PPDM worked with the Blockchain for Energy (B4E) Group to support their work in the seismic domain.

From the BOD Chair



The **Professional Development** pillar continued its advance in 2023/24 despite significant resource challenges. A renewed focus on the **Certified Professional Data Analyst (CPDA)** accreditation exams resulted in seven successful sittings, with substantive interest generated for potential sittings in the 2024/25 fiscal year. The Professional Development Committee completed the Data Science competency and published “Version 2” to the **PPDM™ Competency Framework**. A second new competency, Data Analytics, made substantive progress and should be published soon.

From a training perspective, a couple of significant milestones were achieved during the year as well. A private training session was secured and delivered internationally early in the fiscal year, providing funding for other Professional Development initiatives.

PPDM has been upgrading its online presence through social media and YouTube videos, including the addition of five (5) microlearning courses to our YouTube™ **Learning Channel**. We hope you have found this expanded presence useful and interesting. Our hope is to prepare a comprehensive series of short learning classes that are available to anyone who needs them, contingent (as always) on member support.

Many of you will remember the roll-out of the Board’s expanded strategy at the Houston Expo in April of 2022. The PPDM Association membership subsequently endorsed the strategy and related rebranding at its AGM later that year.

In keeping with the Board’s vision to support the

significant data requirements of the New Energy sector, the **“Banff Protocol for Emissions Reporting”** project has developed over the past months. The charter is published at www.BanffProtocol.org. PPDM expects this project to span 2 – 3 years, over several phases. The Protocol will require extensive resources to complete. Fund raising is currently underway, as are collaboration discussions with other groups, including the Open Footprint™ Forum.

I’m sure you’ve heard the expression, “when the going gets tough, the tough get going”. I hope you all share my profound sense of admiration at what the PPDM Association has delivered in the 2023/24 fiscal year. I hope you’ve also sensed something of the magnitude of the challenge that a small but dedicated staff and volunteer base have faced in continuing to bring this level of delivery and member value in the face of significant resource constraints both in personnel (staff and volunteer) and finance.

If our Community is the backbone of the PPDM Association, then our staff and volunteers are the lifeblood of the organization. None of this would be possible without our CEO Trudy Curtis, and her amazing staff, working in harmony with the small but dedicated army of volunteers to deliver the significant value proposition that is your PPDM “the Global Energy Data Professionals”.

Regards, Al Huber. Chairman of the PPDM™
Board of Directors (December 2024)

The Board of Directors



The **PPDM™ Board of Directors** supports strategic planning and fiduciary oversight for PPDM™ on behalf of the Members. Directors serve a two-year term. Directors represent different nations, corporate cultures and industry sectors, helping ensure that a wholistic, balanced approach to meeting Member needs is addressed.

Each Director is elected as an individual, not as a representative of their company, and has an individual fiduciary responsibility to the Members of the PPDM Association. This fiduciary responsibility transcends the individual's relationship with their employer. Directors work in a co-operative fashion and decisions are achieved by consensus as much as practicable.

Board positions 2024-2026



Syed Baber



Jamie Cruise




Christy L. Eisman




James Graham




Jesus Rodriguez




Amii Rozell



Board positions 2023-2025




Samantha Bell




Chris Cox



Allan Huber



Drew Stolle



Scott Tidemann



Venkata N. Devarapalli



Trudy Curtis,
CEO



Retiring Directors

Dedicated Service: David Hood

David Hood (geoLOGIC systems ltd.) served as Chairman (4 years), Treasurer (3 years) and Director of the PPDM Board from 2005 until late 2024. Under David's watchful eye, the PPDM Association has continued to successfully fill a key role in the Energy Industry through the challenging financial times of the last decade and the COVID years.

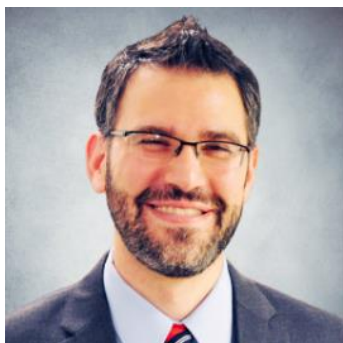
David's patient and "unflappable" leadership style together with his stellar business acumen were key to the Board successfully navigating the turbulence of the last decade. To quote a famous add campaign from the 80s, when David Hood spoke ... everybody listened!

David, you were always quick to compliment and slow to criticize and took every opportunity to say a well-deserved "Thanks" to everyone for a job well done. David will be missed.



Melinda East

Melinda East served as director (2022 – 2024) and chair of the Strategy Committee. Melinda's leadership and deep understanding of corporate cultures provided an essential balance to the board.



Daniel Perna

Daniel Perna served as director (2022 – 2024) Daniel was a strong advocate for collaboration with other organizations, such as the OSDU[™] Forum, and worked hard to harmonize the work of PPDM[™] with others.

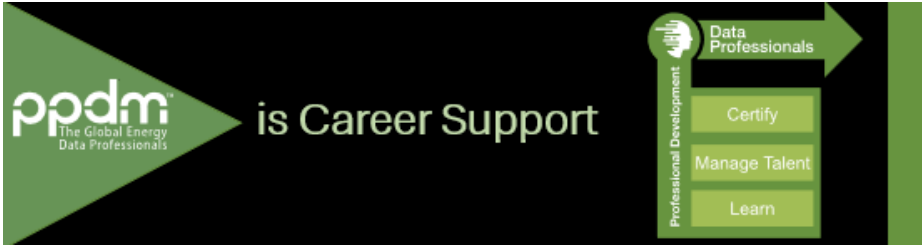
Why PPDM™?



Technology advances have made it possible to improve the energy industry’s productivity, efficiency and social credibility. Business paradigm transformations, driven by climate change and environmental accountability concerns, engage the industry in the boardroom, in the field and courtroom alike.

Demands for trusted, integrated, reliable and accessible data to fuel industry transformation recognize the data’s place as a critical strategic asset. This urgent need for “good” data drives demand for competent and capable data professionals who are supported by a powerful foundation of data standards and professional development.

With more than **34 years** of delivering industry-leading standards and professional development, the PPDM Association is uniquely positioned to be at the forefront of the development. The PPDM Association works with the PPDM Association Council of Chairs, committees, workgroups and hundreds of volunteers to develop three critical, progressive pillars that support data capability.



34
Years of
experience

20,000+
Community
supporters

130+
Countries

100+
PPDM
volunteers

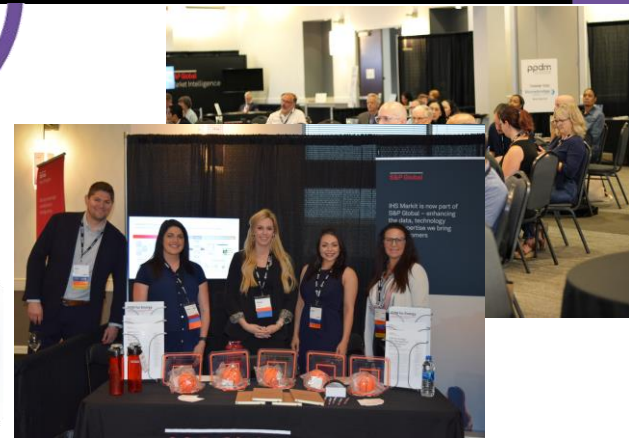
Hundreds of Million in industry investment



54 Leadership Team Members
8 LT Regions



11 Events
50 Speakers



538 Attendees
8 Cities
3 Continents



Thank You To Our Series Sponsor
Stonebridge
CONSULTING

Thank You To Our Event Sponsor and Partner
S&P Global **epam**

10,572 Followers
9,071 News subscribers



Expectations

Best Practices

Standards

25 New Reference Lists

2 Evergreened

Petrophysics	3
Reservoir Preparation	1
WSC	0
Geological	1
Seismic	7
Rig	4
	0
	0
	2
	2
	3
	1
	2
	1
	1



2 New Projects



THE BANFF PROTOCOL for Emissions Reporting

Responsible, harmonized, investment grade emissions reporting for the planet.

2815 New Data Rules

4 Evergreened

- Concepts**
 - Learned by data professionals.
 - Knowledge assessment through exams, certifications.
- Principles**
 - Learned by data professionals.
 - Knowledge assessment through exams, certifications.
- Data Rules**
 - Technical
 - Documentation
 - Established
 - System
- Data Tests**
 - Technical
 - Compliance
 - Measurement
 - Storage

Join now Do you want to use your data for decision support, but struggle with data quality?

ppdm
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is Data Rules

PPDM offers access to a library of data validation rules, supporting and enhancing your data quality initiatives.

www.PPDM.org

5 New Data Objects

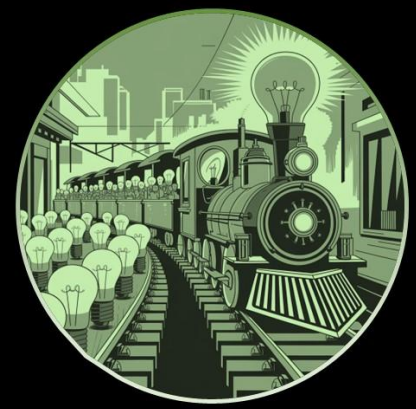
Join now Understanding and using new kinds of data can be difficult.

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is Data Objects

PPDM members develop and publish technology-neutral data objects definitions, helping your teams understand data, support effective data management and use solid data governance strategies.

www.PPDM.org



CPDA

7 New CPDAs

8 New applicants

Training

1 International training



Learning Program

5 New microlearning courses

4 New courses

Professional Development

1 Updated Competency Framework

3rd Compensation Survey

PPDM™ is Volunteer Driven



Volunteers are the lifeblood of PPDM™, and a key resource leveraged by employers to support professional development of staff members as their participation expands their technical, business and productivity skills. The

networks and relationships built through committee participation develop long standing connections in industry that continue to support them throughout their careers in data.

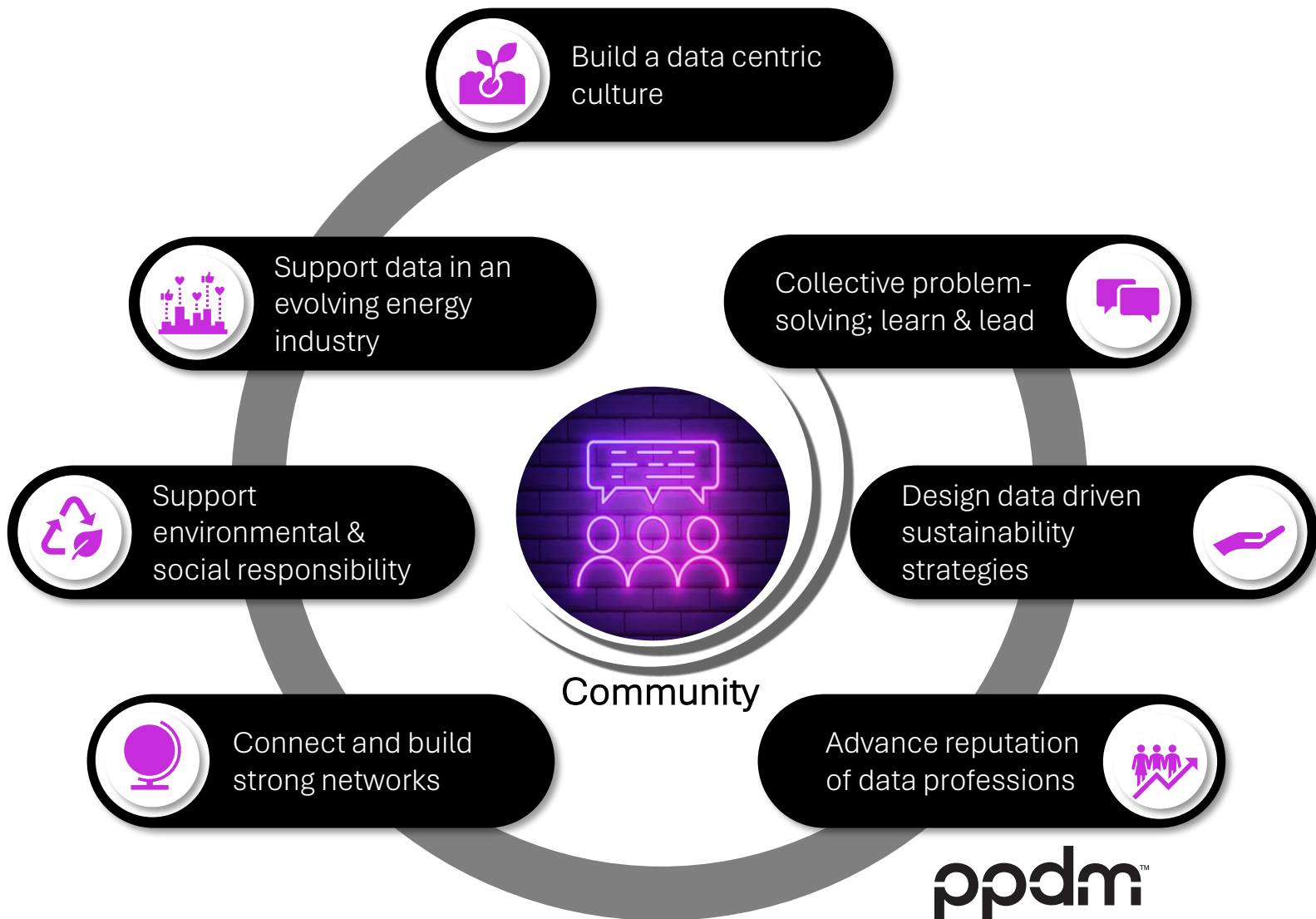


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Volunteers

Our sincere appreciation goes out to our **Volunteers** around the world, with which we would not be able to create the variety of programs and projects available to industry through the PPDM Association. Collaboration and cooperation are the hallmark of everything that the PPDM Association does. **Thank You Volunteers!**



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Join now

Are you looking for a strong
network of
data professionals?



ppdm[™]
The Global Energy
Data Professionals

is Community

PPDM provides opportunities to network and a platform for sharing experiences and solutions with other data professionals, helping you become more efficient and effective in your data practices.

www.PPDM.org

PPDM[™] Members Support the Energy of Data!