



Oil & Gas Automation & Digitalization Conference 2026

Oct 29-30, 2026 | 2712 Southwest Freeway | Houston, TX, USA 77098

Leveraging The Technology Innovation & Digital Revolution



Our previous & current sponsors/partners:



Day 1
Thursday, Oct 29, 2026

● Sponsored Sessions ● Booked Sessions ● Available Sessions

07:30

Registration & Refreshment Networking



09:00

From Digital Operations to Business Value, Closing the Execution Gap Across Operations, Commercial & Finance

- Identify where operational activity fails to translate into timely commercial or financial action.
- Prioritize the cross-functional handoffs with the strongest business case for transformation.
- Decide what to keep, connect, automate or consolidate.
- Connect digital initiatives to measurable outcomes such as cycle time, margin, cash flow and customer experience.
- Start with one achievable transformation workflow, prove value and scale from there.



Sesh Vaidyula
Founder,
Hithav Partners (Zoho Certified Partner)



09:30

Reconnecting AI to Reality: How Process Analysers Enable the Intelligent, Flexible and Low-Carbon Refinery

- Connecting real-time process analyser data with AI and digital twin environments.
- Using continuous hydrocarbon composition and quality measurements to improve refinery optimization.
- Combining predictive modelling and AI with engineering knowledge and physical operating constraints.
- Applying Deep Reinforcement Learning to adapt optimization decisions to changing plant conditions.
- Improving energy efficiency, product consistency, asset utilization, and overall refinery flexibility.



Gregory Shahnovsky
President & CEO,
Modcon Systems Ltd



10:00

They Didn't Hack In, They Logged In: BeyondTrust on Closing the Identity and Privilege Gaps in OT

- The most consequential OT incidents of the last few years didn't start with an exotic zero-day; they started with access that was already there.
- This session walks a real, phase-by-phase attack chain from 2026, including a coordinated strike on U.S. critical infrastructure and a very different AI-driven failure from the same month that shares the exact same root cause.
- Walk away with five control categories that would have stopped both, no new technology required.
- The hard part was never finding the problem. It's what you do next.



Christopher Hills
Chief Security Strategist,
BeyondTrust



10:30

Turning Data to Action: Converting SCADA Signals Into Automatically Dispatched, Verified, Auto-Approved Field Work

- The Opportunity: SCADA tells you the tank is filling. It doesn't dispatch the truck, verify the load, or approve the ticket. That gap is where the cost sits.
- How It Works: Predictive, automated job creation and dispatch from SCADA readings, multi-point validation against GPS and metered volumes, and automated ticket approval into accounting systems.
- The Results: How we save >15% on hauling costs, learnings from multiple field deployments, and what does the future look like for automated SCADA workflows?



Merina Leong
Product Manager, Automations,
Ironsight



11:00

The Prediction Layer: Why the Future of BI Is Not a Better Dashboard Session

- Moving from descriptive analytics to predictive and prescriptive operational intelligence.
- Embedding AI-driven forecasting into existing BI and operational systems without replacing legacy infrastructure.
- Using predictive intelligence to anticipate equipment failures, supply chain disruptions, and capital allocation risks.
- Designing decision workflows that deliver the right insights to the right leaders in real time.
- Measuring the impact of AI through faster decisions, improved operational performance, and reduced downtime.



Simanta Chakraborty
Head of Revenue,
KNOW IDEA



11:30

A practical path to safer, more resilient, data-driven operations using edge computing, sovereign AI, and a proven cloud partner.

- Using edge computing and sovereign AI to strengthen safety, resilience, and operational efficiency.
- Aligning digital technologies with existing processes and organizational culture.
- Applying a connect, compute, protect, and learn approach to unlock real-time operational insights.
- Improving decision-making through integrated, secure, and data-driven operations.
- Building scalable digital operations through proven cloud capabilities and predictable economics.



Bruce Billingham
President,
Micro Support Group



LUNCH NETWORKING BREAK

12:00 [1 Hour]

13:00

Fence-to-fence connectivity: Connecting every asset, every operation, every opportunity

- Building the connectivity foundation for AI, automation, and Industrial IoT.
- Connecting every asset and operation across the oil & gas value chain.
- Enabling connectivity across petrochemical, upstream, and downstream operations.
- Exploring how leading operators are using connectivity to unlock new operational opportunities.
- Creating the infrastructure needed to support AI and automation at scale.



Ammar Sabbagh
Global Head Industry & Partnership - Cellular Private Network,
Ericsson Inc



13:30

Industrial AI Without Accountability: Why AI Initiatives Fail to Scale and How Energy Leaders Can Turn Innovation Into Impact

- The energy industry is rapidly investing in AI, automation, and advanced analytics, but many organizations are discovering that successful transformation requires more than deploying new technology. Without clear ownership, governance, operational alignment, and measurable business outcomes, AI initiatives often remain disconnected pilots rather than enterprise-wide drivers of performance.
- Drawing from more than 30 years of leadership experience across energy, technology, and enterprise transformation, including global leadership roles at Halliburton Landmark Services, Steve Senterfit explores why industrial AI efforts stall and what leaders can do differently. This session will examine how oil and gas organizations can create accountability frameworks that connect AI investments to operational priorities, workforce adoption, and measurable value creation.
- Why AI initiatives fail when accountability and ownership are unclear



Steve Senterfit
President,
Smartbridge



14:00

AI PEOPLE Transformation, Building the Human Operating System for Intelligent Energy

- The Human Side of AI Adoption: Why successful AI and digital transformation depend on leadership, trust, culture, and workforce readiness, not technology alone.
- Preparing the Workforce for Intelligent Operations: How organizations can reskill and upskill employees to work effectively alongside AI, automation, and emerging technologies.
- From Resistance to Readiness: The critical role of Organizational Change Management in accelerating adoption and reducing resistance to digital transformation.
- From Industry 4.0 to Industry 5.0: Why the future of Oil & Gas must balance advanced technology with human-centric leadership, collaboration, and sustainable workforce development.



Sonia Clayton
President & CEO,
Virtual Intelligence Providers



NETWORKING BREAK

14:30 [30 min]

15:00

From Prompt to Plant: Leveraging AI and Automation to Accelerate Process Design, Reduce Engineering Bottlenecks, and Unlock Millions in Industrial Optimization

- How AI-powered engineering tools can reduce early-stage process design time from weeks to minutes while improving consistency, collaboration, and iteration speed across multidisciplinary teams.
- Why even a 1–2% missed optimization in production, energy efficiency, or emissions can cost industrial plants millions annually—and how automation helps capture that value.
- A practical roadmap for integrating AI-driven digital workflows into existing oil & gas and industrial environments without disrupting legacy systems like Aspen, DWSIM, or traditional engineering tools.



Miras Muratov
Founder & CEO,
ScaleApp



15:30

From Connected Assets to Decision Systems: AI, IoT and the Economics of Industrial Digitalization

- Transitioning from connected assets and IoT deployments to enterprise-wide decision systems.
- Building scalable edge-to-cloud architectures for reliable industrial AI and automation.
- Integrating AI, IoT, digital twins, and operational data into resilient digital operating models.
- Strengthening governance, cybersecurity, and data reliability for production-scale digitalization.
- Measuring the economic value of industrial AI through improved efficiency, reliability, and operational performance.



Bajric Sanel
Founder and CEO,
VendoQ



16:00

Digital Roadmap for Oilfields: From Analytics to Optimization

- Building a structured digital roadmap for oilfield transformation.
- Moving from data and descriptive analytics toward predictive and prescriptive optimization.
- Connecting field data, assets, analytics, and operational workflows.
- Using automation and digital technologies to improve production and asset performance.
- Aligning digital investments with operational priorities and measurable business value.



David Forsberg
Managing Partner,
Ascent Energy Ventures



END OF DAY 1

Day 2
Friday, Oct 30, 2026

● Sponsored Sessions ● Booked Sessions ● Available Sessions

07:30

Registration & Refreshment Networking



09:00

From Reactive Maintenance to Predictive Operations: Unlocking Production, Reliability, and Risk Reduction Through Modern Asset Performance Management in Oil & Gas

- Moving from reactive maintenance to predictive, risk-based asset performance management.
- Creating a unified view of asset health through operational data and reliability engineering.
- Leveraging predictive analytics to improve production, reliability, and maintenance effectiveness.
- Reducing unplanned downtime and optimizing maintenance across the asset lifecycle.
- Scaling APM initiatives across upstream, midstream, and downstream operations to deliver measurable business value.



Robert Macaulay
Digital technology Solutions,
Baker Hughes



09:30

Bridging the Physical and Digital World: Digital Twins and AI for Next-Generation Turbomachinery Performance

- Understand how Digital Twins, AI, and advanced simulation can improve turbomachinery performance.
- Explore the role of physics-based models and dynamic simulation in optimizing compressors and turbines.
- Examine how virtual commissioning and AI-powered virtual sensors can reduce commissioning time and improve process stability.
- Leverage simulation-based operator training to strengthen operational readiness and reduce risk.
- Improve asset availability, reliability, and energy efficiency across the turbomachinery lifecycle.



Marc Berger
Regional Sales Manager Americas – Digital & LTSA,
Everllence



10:00

Rethinking Data Movement in Oil & Gas

- AI's appetite for data is widening the attack surface
- Zero Trust in OT means minimizing inbound connectivity
- Security enables transformation



Daniel Bartucci
Strategy , Critical Infrastructure,
Owl Cyber Defense



10:30

Beyond Digital Adoption: Where Should Oil & Gas Companies Invest to Deliver Measurable Business Value?

- Investment Priorities: Where and when should companies invest?
- Operational Excellence: Improving productivity, reliability, safety, and supply chain performance.
- Business Value & ROI: Measuring and scaling successful digital investments.
- Execution & Risk: Overcoming integration, data, cybersecurity, and workforce challenges.
- GenAI & Agentic AI: Preparing for intelligent and increasingly autonomous operations.



Remasankar Sivasankaran Nair
Vice President of Energy & Resources Logistics,
IBS Software



11:00

Data Fracking: Unlocking document Intelligence for Operational Excellence

- Understanding why document fragmentation remains a major barrier to intelligent oil and gas operations.
- Introducing "data fracking" as an approach to extracting and contextualizing knowledge from legacy documents.
- Connecting document intelligence with digital twins, agentic AI, and other operational applications.
- Distinguishing between the data foundation and the intelligence layer required to create usable operational insights.



Ajith Murthy
Operational Excellence leader & Advisor,
Shell



11:30

Digital Roadmap for Oilfields Subsurface

- Integrating Seismic, Well and Subsurface Data for Better Oilfield Decision-Making
- Applying AI and Machine Learning to Accelerate Seismic Interpretation and Well Data Analysis
- Building Predictive and Prescriptive Analytics for Subsurface and Drilling Optimization
- Connecting Seismic and Well Data Through Continuous Learning and Digital Workflows
- Improving Well Placement, Geosteering and Drilling Performance Through Data-Driven Insights
- Developing a Phased Digital Roadmap for Subsurface Optimization and AI Adoption
- Linking Subsurface Digital Transformation to Measurable Operational and Business Value



Dr. Jagadish Chandra Maddiboyina
North America Oil and Gas Consulting Lead,
Cognizant Technology Solutions



Sandeep Garg
VP and SBU Head - Energy,
Cognizant



NETWORKING BREAK

12:00 [1 Hour]

13:00

Go-Live Is Day One: Three Leadership Moves That Turn Oil and Gas AI Investment Into Field Results

- Identify hidden costs and operational barriers that can undermine the expected returns from AI investments.
- Recognize field-level behaviors that indicate whether new AI-enabled workflows are being successfully adopted.
- Establish leadership routines that turn AI-enabled processes into sustainable day-to-day operating practices.
- Align people, processes, and technology to accelerate AI adoption and improve field execution.
- Measure AI initiatives against tangible operational outcomes rather than technology deployment alone.



Leslie Ellis
FOUNDER & CEO,
Meaningful Change Consulting, LLC



13:30

Business Transformation for Large Corporations – Where Testing Connects

- Testing as a Strategic Enabler
- Ensuring End-to-End Process Integrity
- Data Quality & Migration Readiness
- Connecting People, Process, and Technology



Rafael Paura
Portfolio Manager,
ExxonMobil



14:00

Panel Discussion



Amol Bhatnagar
Director Insights and Data,
Capgemini



Steven Stein
Senior Consultant - AI,
CGI



Steve Senterfit
President,
Smartbridge



Rajesh Yadav
Associate Director - Data Engineering,
ValueMomentum



Marty Martin
Sr. Automation Manager,
Audubon



Darren Shelton
Vice President,
Moran Shipping Agencies

NETWORKING BREAK

15:00 [30 min]

15:30

Leading Through Digital Transformation: Why Technology, People, and Leadership Must Evolve Together to Drive Meaningful Change in Oil and Gas

- The Human Side of Digital Transformation
- As automation and artificial intelligence reshape oil and gas operations, organizations must address the human challenges of change, including resistance, uncertainty, communication, and evolving workforce expectations.
- Bridging the Gap Between Technology and Leadership
- Successful digital transformation requires leaders who can connect technical innovation with organizational strategy, establish accountability, build trust, and help teams adapt to new ways of working.
- Building a Workforce Ready for What's Next
- Explore practical approaches to developing adaptable teams, strengthening cross-functional collaboration, and creating a culture where employees embrace innovation while maintaining operational excellence and long-term organizational performance.



Sean Barnes
CEO & Founder,
Wolf Executives



16:00

Insight Isn't Enough: Engineering Trust in the Age of AI Analytics

- Building trusted AI analytics systems through strong data quality and governance foundations.
- Ensuring explainability, lineage, and validation across AI-driven operational decisions.
- Integrating human oversight into AI and automation workflows for decision confidence.
- Scaling AI from experimentation to reliable, decision-ready production systems.
- Delivering measurable business outcomes through transparent and accountable AI adoption in asset-intensive industries.



Pratik Mahajan
Sr. Data Anyalist,
JP Morgan



END OF DAY 2