



## **Francois Lafferriere Joins SIGMA<sup>3</sup> as Director, Business Development, Latin America**

**EAGE, COPENHAGEN, Denmark – June 4, 2012** – To support continued growth in the upstream E&P market in Brazil, Colombia and Argentina, Francois Lafferriere has joined SIGMA<sup>3</sup> as Director, Business Development. Based in Rio de Janeiro, he brings expertise in geology, 3D earth modeling and geophysics to oil companies seeking to accelerate revenue growth and drive production in conventional and unconventional reservoirs throughout the region.

“Latin America is experiencing a significant jump in CAPEX and OPEX investment as oil companies seize opportunities to explore, develop and produce complex reservoirs,” said Jorge Machnizh, CEO of SIGMA<sup>3</sup>. “Francois joined SIGMA<sup>3</sup> in September 2011 as our part-time representative in the region, and he has built trusted client relationships and become a key contributor in our growth and success. I am pleased that he is bringing this G&G experience and dedication to success to our clients on a full-time basis.”

Lafferriere has held numerous technical, consulting and business development positions in Latin America’s E&P industry, most recently as Business Development Director at Austin GeoModeling. Prior to this he achieved great success with Paradigm and Earth Decision Sciences in consulting and business management roles, where he consistently exceeded sales and services targets and led a team that increased revenue in excess of 70 percent.

During his tenure with T-Surf, Lafferriere established the company’s Rio office, managed the Petrobras account and served as Technical Team Lead. He also performed reservoir characterization and risk analysis studies for major oil companies, including Petrobras, Repsol and Ecopetrol.

Lafferriere holds a M.S. degree in Geology from Ecole Nationale Superieure de Geologie.

### **About SIGMA<sup>3</sup> Integrated Reservoir Solutions**

SIGMA<sup>3</sup> Integrated Reservoir Solutions, Inc., is a leading technology provider for the oil and gas industry that advises oil and gas companies where and how to drill the most prolific wells, while maximizing their production. Through a truly integrated, reservoir-centric portfolio of technology, expertise and services, SIGMA<sup>3</sup> delivers an unprecedented level of integration that spans reservoir understanding to production optimization. For more information visit [www.sigmacubed.com](http://www.sigmacubed.com).

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