

# Surveying in the Offshore Oil & Gas Industry ... An OPITO Overview



... by Leen Boer  
 Head of Offshore Surveys - Europe  
 Shell UK Exploration and Production Ltd

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## Agenda ...



Short biography ... who is Leen Boer



Offshore Survey & Positioning Group ... An Overview



Questions & Answers

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## Who am I?

### My last three jobs ...

*Head of Offshore Surveys - Europe*  
 Shell UK Exploration and Production, Aberdeen, UK

*Senior Consultant / Geodesist*  
 Shell International Exploration and Production, Houston, US & Rijswijk, The Netherlands

*Head of Geo-information Management*  
 The Shell Petr. Dev Company, Warri/Port Harcourt, Nigeria



### Leen Boer

Married  
 Three children  
 ... and a dog

Living in a flat, plane, Schiphol,  
 And, occasionally @ home

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## ... the challenge



### Geomatics/ Offshore Surveying

No.1 brand  
 in the world

No. 96253426635  
 brand in the world

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## Differentiation as it used to be



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## Differentiation in a modern world ... as some people see it



T. Geoghegan 2002

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