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# Getting personal with...

**Ivar Slengesol**

**Who are you?**

Ivar Slengesol, VP New Energy Solutions Eastern Hemisphere

**Which company are you representing?**

TGS

**Describe what the company does:**

For over 40 years, TGS has provided energy data and intelligence to companies and investors across energy markets. In addition to data acquisition, analytics platforms and market intelligence, we hold the world's largest global library of subsurface data, such as seismic and well data.

In 2021, we launched a New Energy Solutions business unit offering data and software solutions for renewable energy, Carbon Capture and Storage (CCS) and deep-sea mineral exploration. Since then, our offshore wind offerings have expanded rapidly through organic initiatives, acquisitions and partnerships. We've introduced a range of novel data-driven solutions to the industry and now count some 500 offshore wind companies as customers globally.

**How many employees are in the company, including yourself?**

TGS has approximately 1,000 employees. We have our corporate headquarters in Oslo, Norway and our operational headquarters in Houston, Texas, USA. The company's other main offices are in the UK, Australia and Brazil, with additional employees located in cities around the globe.

**How long have you owned or been at the company?**

I joined TGS in July 2021.

**What brought you into the industry/ your position?**

I first entered the wind industry and renewables in 2007 as business development manager at Shell. Since then, I've had a number of senior management and commercial roles at both start-ups and large companies, as project developer, lender and, as of two years ago, at TGS, a supplier of data-driven solutions and intelligence.

So I've seen the wind industry evolve from different parts of the value

chain. I cannot think of a more fascinating and challenging field than the energy sector overall – with its interplay of technological, commercial and political drivers and wind energy and renewables are particularly exciting and dynamic.

**What are the company's goals?**

Our goal at TGS is to continue to develop as the world's leading energy data company. We're continuing to grow our market shares and will continue to grow our business outside oil and gas.

For offshore wind, in particular, we will expand existing data-driven solutions, develop new solutions that reduce development costs and cycle times and enhance operational performance.

**How would you describe the company's culture?**

TGS has for decades been the global commercial leader in its segments, delivering shareholder returns unmatched by our competitors. So, I would say that the culture is very client-driven and very focused on delivering commercial results. There's also a long track record of thinking outside the box, being quick to adopt new technologies into commercial use and acquiring or partnering with companies that expand our offerings.

**How do you motivate your colleagues?**

We're in expansion mode in a high-growth wind (and renewables) industry, so it's doubly important to enable and encourage team members and teams to be creative and to move fast. We agree on commercial goals on division and team levels, but from there on, the execution needs to happen 'on the ground'. As a leader, it's very rewarding to see people take responsibility easily, quickly learn new technologies and business models, pursue opportunities and introduce new, smart ways of doing things that win the confidence of our clients. Finally, it's important to celebrate our successes – new customer wins, new contracts, new smart ideas.

**How have the methods for doing business changed since its inception?**

The data and digital solutions space for renewables is still at a

very early and immature stage, both commercially and technologically. In recent years, we've seen cloud compute and artificial intelligence/ machine learning starting to be introduced, but as an industry we've barely started.

The client side is also evolving very fast – you have everyone from the global energy companies to independent, local project developers trying to figure out how to use data and digital solutions.

Until 2021, a limited number of oil and gas majors accounted for TGS' main client base, primarily in subsurface data. Now we have a much more diversified offering in all energy value chains, with thousands of clients and potential clients in very dynamic domains. So of course, our delivery models, and mind sets, are adapting very fast.

**Does the company offer training and advancement programmes?**

Yes, that's key. We have a number of course offerings, tailored to individual and business unit needs.

**Who is your target market and how did you arrive at it?**

Within offshore wind, the key clients are the project developers. For example, we've taken the multi-client model from oil and gas and adapted it to offshore wind. We started conducting wind, metocean and environmental data campaigns with floating LiDAR buoys last year and now have six such campaigns ongoing, with more to come.

One of the challenges for offshore wind is to reduce the cost and time it takes to develop projects. So that's what we're doing – we provide quality data earlier and at a lower cost, reducing uncertainties and enhancing project development decisions.

This is a natural step for TGS, which has served the global oil and gas majors with a similar shared data model for decades.

But we also serve the entire offshore wind value chain through our market intelligence arm 4C Offshore, which counts hundreds of suppliers, financiers, developers and other industry stakeholders as loyal clients.

In addition, we help improve

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4C Offshore

operational performance with data management solutions provided by TGS Prediktor, a company we acquired last year.

### How do you currently market your business?

In addition to marketing our offshore wind offerings via traditional channels and platforms such as events, advertisements, websites and social media, we also want to provoke discussion through the insights driven by our data. We share these through technical pieces, webinars, industry clusters and fora.

### How has this changed in the last ten years?

To be relevant, you have to give something back to the industry, participate in the conversation and bring relevant content and ideas. For example, we're now sharing key takeaways from our highly-respected 4C Offshore market intelligence. This gives a valued insight which is useful and relevant to everyone in the offshore wind industry.

### What are you most proud of about your business?

I'm most proud of how we're able to combine innovation with commercial results, which is a TGS legacy.

For offshore wind, I'm very happy that we've established TGS as a 'name' after just two years in the industry, having won the confidence of many of the leading offshore wind players to provide them with business-critical data, market intelligence and digital solutions.

### What is it about your company that distinguishes you from your competition?

For offshore wind, we're unique in that we combine cost and time-saving data acquisition of wind, metocean, environmental and subsurface data, with cutting edge analytics solutions such as our Wind AXIOM site prospecting data platform. Plus, we're delivering data management for enhanced operational performance to for example the world's largest offshore wind farm, Dogger Bank in the UK.

We're combining these project-focused solutions with the world's leading provider of offshore wind market intelligence, 4C Offshore, which also has a cable consultancy offering.

### Best part of your job?

Being able to learn something new every day, to build a new business and performing teams and to do so in very dynamic energy industries, globally.

### ...and the worst?

I'm impatient. All of us in wind and renewables would like to see even quicker action from authorities to accelerate the build-out of projects. Much is being done, but we need nimbler permitting and concession regimes.

### Three words that best describe your role?

Leadership, sales, innovation

### Greatest achievement in your career?

The speed at which we've established the New Energy Solutions business unit at TGS and our offshore wind offering over the past couple of years is certainly up there, and in general I've been lucky to be part of establishing companies and business units in different countries and sectors on a number of occasions over the past 20 years.

### Law/legislation you would like to see introduced?

Like I said, I'm impatient. We need more predictable regulatory regimes, and more agile permitting and concession procedures.

### Prominent person you would like to meet?

I've just been to two fantastic concerts with Bruce Springsteen over three days here in Oslo, so it would have been interesting to have a beer with him. He personifies energy,

### If you could invite three people to work with you (dead or alive!), who would they be?

I wonder what ideas, inspiration and results putting the history-changing, free-thinking innovators Leonardo da Vinci, Benjamin Franklin and Elon Musk in the same room would yield...

### What do you consider the most important innovations of the last 50 years?

Ah, that could be a long list of course. The internet is probably the single most important innovation, in terms the impact on our individual lives, on business and on society. And in historical perspective, we've just started.

### Any advice for your previous boss?

No, not really, he's a very experienced business leader with 30+ years as CEO or EVP for large industrial companies. In fact, I had a pleasant lunch with him just last week to catch up.

### What excites you about the wind industry?

The overall growth prospects, plus the potential of data and digital solutions to transform the industry.

### Where would you like to be 10 years from now?

I'll be working with something related to the energy transition. Ten years is a long time, but with the way things are going, I can see myself at TGS, which, by then, will still be the world's leading energy data company, but with a different client and business mix than today.

## TGS

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TGS Wind



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