

Going with the flow...

•• **Roger Jenkins** promoted to head Murphy Oil's upstream business, replacing **David Wood**, who will become chief executive in the New Year.

•• **Hans Ryckborst** appointed as managing director for PA Resources in Congo-Brazzaville and **Graham Goffey** named managing director for the UK business.

•• **Russ Hammond** to step down from the board of independent CanArgo Energy.

•• Independent Timan Oil & Gas said non-executive chairman **David Herbert** resigned from its board, to be replaced by **Zhakyp Marabayev**. Non-executive director **Paul Ties** also stood down from the board with **Konstantin Ryzhkov** and **Boris Litvak** appointed as non-executive directors.

•• Shell appointed **Mark Williams** to succeed **Rob Routs** as downstream director of the Anglo-Dutch supermajor.

•• ION Geophysical named **Jim Hollis** as president and chief operating officer.

•• Houston-based Wood Group subsidiary Wood Group Pressure Control appointed **Marcus Smedley** as vice president of engineering.

•• Origin Energy managing director **Grant King** has won a five-year extension to his contract.

•• Wireline company Titan Specialties appointed **Ken Babcock** as chief executive and **Roger Rivet** as chief financial officer.

Bikini bakes: Leeden's scantily clad cupcakes proved to be a big talking point at OSEA2008



Photo: AMANDA BATTERSBY

The bottom line...

OIL and gas service contractors are being forced to come up with some innovative ways to boost the bottom line as the global economic crisis takes its toll on their business, despite the industry's strong fundamentals.

Singapore's Leeden, which bills itself as the integration specialist for welding, gas and safety, decided to appeal to the industry's predominantly

Leeden cooks up smart marketing ploy with 'bikini babes' at OSEA

AMANDA BATTERSBY
Singapore

male workforce at OSEA2008. Promising the first-ever "bikini babes" show, Leeden hoped to attract potential new clients

to its exhibition stand at the industry expo in Singapore last week.

However, those hoping to "catch a glimpse of Leeden's bikini babes", as featured in the corporate promotional material, found themselves looking at

altogether different curves in brightly coloured swimwear — in the form of C-cup cupcakes.

Leeden's marketing executives told Upstream that the offer had tempted many to their booth and, while some might have been initially disappointed, the cupcakes were one of the most sought-after and talked about giveaways at OSEA2008 — giving everybody a lift.

GAC comedy act raises laugh in Kazakhstan

SHIPPING, logistics and marine services company GAC Group opened two new offices in Kazakhstan recently and celebrated by hosting a pioneering comedy tour of the country, writes **Rob Watts**.

"I wanted to find a new, exciting way in which to promote the arrival of GAC in Kazakhstan that would particularly appeal to the

burgeoning expatriate community," said group project logistics manager **Laurance Langdon**.

The stars of the November shows were award-winning comedians **Craig Campbell** and **Nick Wilty**, who kicked off the Air Astana sponsored tour at the Intercontinental Hotel in Almaty, which they followed up with a second performance

at the Renaissance Hotel in Aktau.

Langdon said GAC is also planning to extend the concept of entertaining the troops in the oilfield next year to other countries where it has a presence, which could include Turkmenistan, Nigeria, and the Far East and then back to Kazakhstan.

No Borat jokes, please...



Ha, ha: comedian Nick Wilty at the GAC show

QUOTE of the week

"We have the opportunity now to re-power America, to redesign how we use energy, to think about how we are increasing efficiency, to make our economy stronger, make us safer, reduce our dependence on foreign oil and make us competitive for decades to come, even as we're saving the planet"

US President-elect Barack Obama



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