

# Teri McCallum C.Tech (Eng.)

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## CAREER SUMMARY

With 20+ years of Software Product Manager experience in the geoscience and engineering computer software fields, Teri has curated a diverse range of skill sets to create intuitive software and innovative mobile apps in an Agile development environment. Through these experiences Teri has developed an ability to analyze and draw conclusions from complex, varied or incomplete data.

Teri creates visionary products using prototyping, workflow & gap analysis to identify opportunities and process improvements with a focus on building customer loyalty with an enjoyable user experience.

Whether it's small groups, CEO's, seminars with up to 500 attendees, open houses or focus groups Teri has adapted to create and deliver engaging presentations and product launches to all kinds of clients.

Along with her extensive and diverse experience Teri has high learning agility and uses active listening, critical thinking, and innovative strategies to challenge the status quo and influence stakeholder engagement with integrity.

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## PROFESSIONAL EXPERIENCE

### PRODUCT MANAGER – TWO STEP CONSULTING

2014-PRESENT

Product Management and Project Management contract consulting.

#### Project Manager – Pure Benefits Wellness, Scottsdale, AZ (Contract 50%)

2021-Present

- Implemented digital process for onboarding & treatment records/data capture in Aesthetics Pro, updated website & marketing materials. Arranged scanning of 31k client documents.

#### Product Manager/Product Marketing – WellSight Systems (Contract 50%)

2017-Present

- Product Manager for StarLog Suite the world's leading Geological Strip Log software.
  - Working with the team to determine product enhancements & development direction
- Technical Writing - Tutorial, Getting Started Guide, Help System, Product Demo Scripts, Marketing/Sell sheets, MailChimp Newsletters, Banner designs for display booth.
- Responsible for Product Vision of Perspective a 3D project planning & data/well history tool.
- Marketing – Website updates (WordPress); Google Ads; Convention planning & attendance.

#### Product Manager – NRGX – (Contract 25%)

2015-2018

- Worked with the team on idea generation, enhancements, development direction & testing
- Data analysis – US LAS digital data vetting & verifying/matching well location.

#### Product Manager – Healing Hands Wellness (Contract 50% 6 mos)

2016

- Transitioned chiropractic processes to ChiroSuite product; documented client testimonials.

#### Project Manager – Canada Capital Energy Corp (Contract 25%)

2015-2016

- Responsible for setting up the Knowledge Database; cataloguing and organizing data.

#### Product Manager – Creds Learning Software (Casual/Pro Bono)

2015

- Collaborated on product strategy, product roadmap, learning outcomes and focus groups.

### VICE PRESIDENT PRODUCT MANAGEMENT – OILFIELD EXCHANGE INC.

2013-2014

Oilfield Exchange was a start-up software company creating innovative applications for iDevices connecting stakeholders from the CEO's to field personnel to track, report & respond to safety issues.

- Created HSE TRaX, a hazard and incident reporting tool: an escalating hazard pyramid & reporting database notifying managers, based on the severity and response required.
- Responsible for end-to-end product strategy, vision, direction, market analysis, delivery, testing and onboarding for HSE TRaX and Asset TRaX – mobile solutions for iPad, iPhones and desktop.
- Produced detailed workflows for Site & Vehicle Inspection, Geofencing, Safety Meetings, Journey Management, Incident Reporting, Hazard ID and Asset Tracking.

**SR GEOSCIENCE TECHNOLOGIST – CANADA CAPITAL ENERGY CORP 2009 – 2013**

CCEC is a private oil company with operations in the Williston Basin in SE Saskatchewan since 2005. Contributed to grow the company over 1,000 boe/d, in the the Midale, Frobisher & Bakken formations.

- Co-created new technology called Smart Folders by Tagle, to search and organize digital files.
- Analyzed horizontal wells to assess Bakken drilling success or look-backs on competitor wells.
- Generated geological prospects including determining reservoir quality and mapping using sample descriptions, logging core and horizontal build plot analysis for the Midale and Bakken.
- Worked with the team to evaluate and identify “upside” for potential M&A opportunities.
- Responsible for Well Operations, regulatory and compliance submissions; partner data.
- Supervised 5 support personnel for special projects (acquisitions, well file creation, scanning).

**PRODUCT MANAGER – 3ES INNOVATIONS (3ESI) 2006 – 2009**

3esi is an Agile development software company in Calgary, AB with offices in the US, UK, and Spain.

**Product Manager/Business Engagement Manager**

- Product Lifecycle Management included creating comprehensive market analysis of size/potential including capability and value assessments, competitors, potential partners, customer feedback and product differentiators to drive product direction & sprint planning within an agile scrum environment for the esi.manage product.
- Engaged in & led daily stand-up scrum meetings during 2-3 week sprint cycles.
- Created Best Practices and User Engagement Strategies; produced detailed studies of users' workflows, budget cycles and planning from gathered requirements and user stories.
- Organized and facilitated Focus Groups to validate key business drivers, prioritize functionality.
- Initiated and conducted internal product training for colleagues in the UK, Spain, Argentina, US.

**CLIENT SERVICES MANAGER, VAL NAV – ENERGY NAVIGATOR INC. (ENI) 2004 – 2006**

ENI provides capital and reserves management software to the oil & gas industry in an Agile dev shop.

- Co-facilitator for planning and strategy sessions as a member of the Senior Management Team.
- Managed customer relationships for over 160 companies and 2,500 users.
- Engaged customers via User Focus Groups, stakeholder meetings and personal contact.
- Provided mentoring, business logic and input to ENI on growing effective software teams, developing workflow based products and retaining a loyal, satisfied customer base.
- Created roles, hired and managed 4 people for the new Client Services Team I formed.

**PRODUCT MANAGER – IHS ENERGY (FORMERLY ACCUMAP ENERDATA) 1996 – 2004**

Original AccuMap Team Member (12<sup>th</sup>), helped grow the company to 220 employees serving 500+ companies with over 20,000 users and revenue of >\$40 million. Transitioned to an Agile dev process.

**Product Manager (1998-2004)**

- Responsible for the Product Life Cycle including vision, direction, revenue and delivery in an agile development cycle of the following software products: AccuMap, AccuLogs, GeoSyn, AccuX and all Oil and Gas Data in Canada; contributed to user stories, prototyping, competitor & SWOT Analyses, presentations to the team and end users. Next generation product strategy.
- Product Owner / Champion and Subject Matter Expert for the design and delivery of AccuLogs.
- Initiated adding Surfer and the single UWI lookup in AccuMap to help speed up user searches.
- Created 3D glasses, AccuGogs, to assist managers & investors to visualize geological structures.
- Created technical schematics on Prospect & Reservoir Evaluations, Acquisitions, Land Sale Evaluations & Lease Continuations to identify gaps/opportunities, increase business knowledge.
- Produced a marketing poster depicting IHS S/W & data in a geological setting; used world wide.

**Education Coordinator/Instructor/Customer Support/Testing (1996-1998)**

- Responsible for \$500,000 annual Learning Centre Budget; customer sales presentations/demos
- Initiated and produced the IHS Education Business Plan, a mentoring/succession blue print.
- Designed and created workflow based training curriculum including demonstration scripts, sales scripts and demo databases for 8 different courses. Mentored 6 Instructors and 6 Sales Analysts.
- Stewarded and managed the state of the art IHS Energy Learning Centre which offered 20-40 classes/mo. for 200-460 students/mo.; taught in Calgary, Denver, Houston, Regina and Victoria.
- Active liaison and partnered with industry stakeholders including:
  - Co-created and delivered courses mapping Keg River carbonates with Bill Ayrton.
  - Co-created and co-presented the Mitsue and Ring-Border plays history with Hugh Reid.
  - Established working partnerships with the BC, AB & SK Gov'ts, U. of C., Brandon University, Mount Royal University, S.A.I.T., and CAPL Association.

**EDUCATION**

**Certified Project Management** – Project Management Institute (PMI) – Mount Royal University

**Certified Adult Educator** – Mount Royal University

**Certified Technician, Engineering** – Association of Science and Engineering Technology (ASET)

**Licensed Representative** – Primerica Financial Services

**Business Administration** – Medicine Hat College

**PROFESSIONAL ASSOCIATIONS**

**CSPG** – Canadian Society of Petroleum Geologists; Co-Chair; Business Chair, Geo-convention 2013

**ASET** – Association of Science and Engineering Technology

**TOOLS & TECHNOLOGY**

Trello, Dropbox, Google Drive, Google Ads, Evernote, Visio, StarLog, Perspective, WSITrac, JIRA, ArcGIS, HSE TRaX, Asset Trax, AccuMap, AccuLogs, GeoSyn, Accu-X, GeoScout, Petra, LASWorx, Surfer, esi.Manage, GeoGraphix, PVR, CS Explorer, esiManage, Value Navigator, WinPics, 7-Zip, DocuSign, Blizz, Team Viewer, Zoom, Skype, MailChimp, Adobe Acrobat, Screenpresso, MS Office, Word, Excel, Power Point, Publisher, WordPress, Web Pages, Word Help System, ChiroSuite, Aesthetics Pro

**COMMUNITY SERVICE**

- Arise Freedom Tour 2021 – Media research team
- STEM (Science, Technology, Engineering & Mathematics) Mentor – Operation Minerva
- Voice Print Charity, Silent Auction Catalogue Chair
- YWCA partnership to supply Cleaning Kits for their clients through my Room in a Box Foundation
- Bonaventura Singers entertaining seniors with folk songs and our seasonal repertoire