

THE INDEPENDENT THINKER

Rusty Petree

Chairman, CEO | Drilformance

Two things about the oilfield space keep Rusty Petree, Chairman and CEO of Drilformance, attracted to it. The first is the tremendous amount of innovative technology involved. The second is the dynamic people within the industry. Petree knows that with this innovation and his creative Drilformance team of experts he will never become bored within this field and will always be driven to help improve its efficiency.

Originally from, and still located in, Texas, Petree was drawn to the Canadian energy market for the talent and innovations going on here.

“One of the things that I absolutely love about the Canadian market is that because of some of the dynamics outside of [your] control, breakup for example...Canada has become incredibly efficient at drilling wells and introducing new technology. Like the canary in the mine, a lot of things happen in [Alberta] where you’ve got very independent thinking people that innovate and come up with great ideas



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all the time. It's a great place to do business because it forces your business to be efficient and continue operating in an innovative environment."

To ensure the company's success, Petree looks at Drillformance as an upside down pyramid with himself at the bottom to help facilitate what his team needs to excel. Petree best serves the team by fostering a safe and trusting environment, everyone within the company shares their thoughts and ideas on how best to improve the business and ultimately the industry.

When the economy took a downturn in 2009, Petree recognized the industry had to deliver new innovations and technologies to remain successful. It was during this downturn that Petree started Drillformance, seeing that as these innovations started to work, people became more open to adapt new technology and efficiencies. "There's still a resistance [to innovations and new technology] when compared to other industries; which I enjoy because it's a rewarding challenge."

Through Drillformance, Petree is out to innovate the

North American industry specifically. "[Drillformance has] some exceptional concepts and products that when combined with our manufacturing and quality control capability will enable yet another step change in operating efficiency. [This] will enable North America to get that much closer to energy independence by being able to develop [shale] reservoirs more economically and efficiently."

It's the combination of the Drillformance team's persistence, independent thinking, and non-conformist approach, along with their creativity that has guided the company on its efficiency mission to evolve the market. "A lot of people have great ideas but to take a great idea and put it into practice, commercialize it, develop it, and when things don't work as planned, have the flexibility to pursue a different path, to look at something from a different angle with the grit to see it through; those types of traits ingrained in the Drillformance culture are what enable us to deliver the kind of goals the company consistently achieves." 

By Lindsay Harle



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