

Hal H. Green is a marketing executive and entrepreneur in the energy industry with more than 25 years of experience in starting and managing technology companies. He holds a B.S. in Electrical Engineering from Texas A&M University and an MBA from the University of Houston. He has invested his career at the intersection of marketing and technology, with a focus on business strategy, marketing, and effective selling practices. Mr. Green has a diverse portfolio of experience in marketing technology to the hydrocarbon supply chain – from upstream exploration through downstream refining & petrochemical. Throughout his career, Mr. Green has been a proven thought-leader and entrepreneur, while supporting several tech start-ups.

He started his career as a process engineer in the semiconductor manufacturing industry in Dallas, Texas and later launched an engineering consulting and systems integration business. Following the sale of that business in the late 80's, he joined Setpoint in Houston, Texas where he eventually led that company's Manufacturing Systems business. Aspen Technology acquired Setpoint in January 1996 and Mr. Green continued as Director of Business Development for the Information Management and Polymer Business Units.

In 2004, Mr. Green founded Advertas, a full-service marketing and public relations firm serving clients in energy and technology. In 2010, Geophysical Insights retained Advertas as their marketing firm. Dr. Tom Smith, President/CEO of Geophysical Insights, soon appointed Mr. Green as Director of Marketing and Business Development for Geophysical Insights, in which capacity he still serves today.