

SERGIO AUGUSTO REYES PINILLA

Business Development & Market Entry Leader | Oil & Gas · Energy · Digital Solutions

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PROFILE

Electronic engineer and commercial leader with 15+ years in oil & gas across Latin America (Schlumberger, Weatherford, Nabors). I open markets from scratch: building sales, teams and client relationships with major operators such as Ecopetrol, Petrobras, Shell, Repsol, Pluspetrol and YPF, onshore and offshore. Deep technical command of directional drilling, MWD/LWD/RSS, MPD, TRS and rig automation, combined with hands-on software skills (Python, Django, full-stack SaaS) to bring digital and AI-enabled solutions to the energy industry.

Available now · Business Development, Country/Regional Manager or Sales Director roles · Representation and partnerships for energy technology companies entering Colombia and Latin America

US\$0 → 10M+

annual sales built in < 3 years
(Peru)

3 → 17 rigs

simultaneous operations grown
(Colombia)

+500%

sales growth in 4 years
(Colombia)

30%+

directional drilling market share
(Peru)

CORE COMPETENCIES

Commercial: Business development & market entry · Key account management (operators & drilling contractors) · Contract negotiation · Consultative / technical sales · P&L, budgeting & forecasting

Technical: Directional drilling (MWD, LWD, RSS) · Managed Pressure Drilling (MPD) · Tubular Running Services (TRS) · Drilling automation & rig technology · Onshore & offshore operations · Gas, geothermal & energy transition

Digital: Python · Django · HTML/CSS · Full-stack web & multi-tenant SaaS · Linux/Nginx & Cloudflare deployment · Algorithmic trading systems · AI agents & automation · Salesforce · Advanced Excel

PROFESSIONAL EXPERIENCE

Business Development Manager – Latin America

2024 – 2025

Nabors Drilling Solutions (NDS) & Canrig | Bogotá, Colombia

- Led commercial growth across Latin America for drilling automation, digital solutions and rig technology, for onshore and offshore projects.
- Positioned Managed Pressure Drilling (MPD), Tubular Running Services (TRS) and Canrig equipment (top drives, automated pipe handling, rig robotics) with major operators and drilling contractors.
- Built strategic partnerships and identified new market opportunities, growing the regional pipeline; supported data-driven initiatives to improve operational efficiency.

Founder – SaaS, Algorithmic Trading & Digital Ventures

2016 – Present

Independent · in parallel with corporate roles | Bogotá, Colombia

- **Founder, Navasar:** built and run in production a multi-tenant SaaS platform (Python/Django) for service businesses: tenant isolation, role-based access, booking, CRM and review tracking; deployed on a VPS (Nginx) behind Cloudflare, with automated tests.
- **Algorithmic trading:** designed and ran Python trading systems for a private portfolio across equities, FX, commodities and indices (technical, fundamental and quantitative analysis); currently rebuilding the framework.
- **Co-owner & Technology Lead, Atmaia Yoga (Bogotá):** first client of Navasar; built the website (atmaia yoga.com), student booking app and CRM; developing an AI agent for customer service; led SEO and online campaigns to top local search results.
- **Co-owner & Operator, Madriguera Brewing Company (2023–2024):** ran operations, P&L, distribution and contract manufacturing; optimized costs and diversified revenue, positioning the business for a successful exit.

Directional Drilling & Logging Services Manager – Bolivia

2017 – 2018

Weatherford | Santa Cruz, Bolivia

- Launched directional drilling and mud logging service lines in Bolivia; led financial and technical analysis of high-value proposals for Shell, Petrobras, Repsol and YPF.

- Grew sales **18% in one year** and won deep-well drilling projects with YPFB and Petrobras; managed budgets, contracts and service delivery.

Sales & Marketing Manager – Peru

2010 – 2015

Weatherford | *Lima, Peru*

- Built directional drilling sales **from zero to US\$10M+ per year in under 3 years**, capturing **30%+ market share**.
- Managed 15+ product and service lines (directional drilling, MPD, TRS, wireline/slickline, among others) and negotiated multimillion-dollar contracts with Pluspetrol, Repsol, Perenco, Savia and Antamina.
- Led financial planning, pricing and business-case analysis for offshore (North Peru) and remote jungle operations.

MWD/LWD Manager – Andean Region (Colombia, Peru, Ecuador)

2005 – 2009

Weatherford | *Bogotá, Colombia*

- Grew Colombian operations from **3 to 17 rigs** running simultaneously and achieved **500%+ sales growth** in 4 years.
- Opened drilling services operations in Ecuador and Peru; expanded the portfolio from MWD and motors to rotary steerable systems (RSS) and advanced LWD tools.

MWD/LWD Drilling Services Engineer

2001 – 2004

Schlumberger | *Bogotá, Colombia*

- Ran real-time drilling data acquisition (nuclear and resistivity LWD, pressure, telemetry) and served as Radiation Safety Officer (RSO).
- Deployed new drilling technologies with BP, Ecopetrol, OXY and Petrobras.

EDUCATION & CERTIFICATIONS

Master's in Sales & Marketing – ESAN University, Lima (2013)

Master's coursework in Human Resources Management – ESAN University, Lima (2016)

Master's coursework in Finance – CENTRUM PUCP, Lima (2011)

B.Sc. Electronic Engineering – Pontificia Universidad Javeriana, Bogotá (2001)

Strategic Negotiation in Complex Contexts – Universidad de los Andes (2025)

Professional Sales – Sandler Training, Madrid (2025)

Leadership Program – Tecnológico de Monterrey

Additional training: ontological, action and team coaching · Benziger Thinking Styles · stock market investing (Lima and Colombia stock exchanges)

LANGUAGES

Spanish (native) · **English** (advanced, C1)