

R Y A N • J O N E S

RGL RESERVOIR MANAGEMENT INC

Strategy | Branding | Communications

Website: www.rglinc.com

Business: Oil & Gas Service & Supply

Products: Sand & Flow Control for Heavy Oil

Challenge:

A new management team faced large-scale corporate restructuring and record low oil prices; they struggled to define where they fit in the marketplace and the steps they could take to reach their goals.

Initial Project:

Brought in to facilitate sessions to create a holistic corporate strategy that would redefine RGL's brand and align corporate objectives to measurable KPIs.

Subsequent Project(s)

Tasked with establishing marketing resources, processes and policies to build and promote RGL's re-defined brand.

Current Relationship

Facilitator for Annual Corporate Strategy Sessions (2015 – 2019)
Facilitator for Functional Team Action Planning Sessions (Finance, Operations, Business Development & Technology)
Marketing Team Mentor
Special Projects i.e. New Product Development Process Mapping



RENE VANDENBRAND
CEO



“Eleanor and her team play a significant role ensuring RGL's annual offsite strategy sessions are meaningful and effective by creating a forum and process where we align ourselves to a focused plan. The fact that each member of Eleanor's team has worked through many of these challenges in their careers as experienced executives, is invaluable.”



BRENT FERMANIUK
VP, BD & TECHNOLOGY

“Eleanor basically built our marketing department. From early brochures to recruiting and mentoring the staff we have today - our brand benefits from this relationship.”

