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**Carole R. Wright** - President and Founder, WrightWay  
Presentations, Inc.

WrightWay Presentations, Inc. - A Communication and Presentation Company, was founded in 1998, to assist companies and professionals develop, design and deliver dynamic communications and passionate presentations.

**“Today’s sophisticated audiences have very high expectations. They want to hear from knowledgeable communicators who can clearly and succinctly tell them what they need to know.”**

As the founder and President of the company, Carole Wright condensed over fifteen years of national and international presentation experience into easy to understand concepts that can be taught to anyone, anywhere.

Through training, coaching and consulting with company executives and industry professionals Carole has enabled them to understand distinctions that have changed the way they present and train both internally and externally.

Through facilitating partner meeting for several companies, WrightWay Presentations has enabled these companies to rapidly come to consensus and to move past area of conflict that had preciously halted communication.

Carole has extensive experience in a variety of industries including Oil & Gas, Medical, Software development, high-technology, chemical, Financial and clients include Anadarko, Chevron, Conoco, Unocal, Shell Oil, Shell Chemical, Lyondell Chemical, Santos USA, Santos Australia, Schlumberger, Landmark Graphics, GX Technology, CooperSurgical, Leisegang Medical, and Plaza Specialty Hospital.

Prior to starting her own company in 1998, Carole used her creative presentation, communication, marketing and knowledge transfer skills to dynamically alter the way presentations and software demonstrations were given in the Oil & Gas industry. Carole worked for Landmark Graphics Corporation for 9 years and during that time was based on three different continents.

Carole's has trained and presented in about 45 different cities around the world.

**Continent, Country and (Cities) Presented in – include:**

Australia - (Perth, Melbourne, Adelaide, Sydney, Brisbane)

New Zealand - (Wellington, Auckland, New Plymouth)

Europe – England (London); Scotland (Aberdeen) Wales; Netherlands (Amsterdam, Den Hague); Norway (Stavanger, Oslo); Denmark (Copenhagen); Germany (Hanover); France (Paris); Austria (Vienna); Switzerland (Geneva ); Italy (Milan); Spain (Madrid, Barcelona); Hungary (Budapest); Poland (Warsaw)

Africa – Nigeria (Lagos, Port Harcourt); South Africa (Capetown)

Middle East - Egypt (Cairo); Bahrain; UAE (Dubai, Abu Dhabi); Oman (Muscat)

Asia – Singapore; Thailand (Bangkok); Brunei; Indonesia (Jakarta); Malaysia (Kuala Lumpur); China (Beijing)

America - USA (Houston, Denver, New Orleans, Midland, San Diego, Los Angeles, Dallas, Tulsa, San Antonio, Phoenix, New Jersey, Lafayette, Atlanta, Sacramento); Canada (Calgary); Venezuela (Caracas); Brazil (Rio De Janeiro)

**Previous Experience**

**1990 – 1998                      Landmark Graphics Corporation**

1995 – 1998      Landmark Graphics Corp.                      Houston, TX

**Senior Technical Advisor**

- Facilitate Customer Advisory Board
- Establish new communication methodologies between both customers and employees
- Product Marketing
- Train Pre-Sales Technical Staff to demonstrate applications
- Design Workflows for customers and internal use

1993–1994      Landmark Graphics EAME Ltd. Weybridge, U.K.

**Pre-Sales Technical Manager**

- Communications liaison between Management, Sales and Technical staff
- Supervise Pre-Sales Technical Staff
- Coordinate resources required by Sales Managers
- Present software demonstrations

1992–1993      Landmark Graphics EAME Ltd. Weybridge, U.K.

**Training Manager**

- Member of Management Team
- Establish Training department – all staff and facilities
- Revenue \$1.2M in calendar year with 47% profit margin
- Coordinate resources required by Training Department

1992–1993      Landmark Graphics International. Sydney, Aust.

**Customer Support Manager**

- Manage Australian Office
- Facilitation of all customer relationships and communications within Australia and New Zealand
- Pre-sales, Post-sales, Training responsibilities

**1988–1989                      BHP Petroleum.                      Melbourne, Aust.**

**Technical Officer – Assistant to Chief Geophysicist**

- Assist Chief Geophysicist and Senior Seismic Associates
- Manage Landmark Workstations

**1986–1988                      Curtin University.                      Perth, Aust.**

**Graduate Assistant – University Library**

- Survey and design new management process in University Library
- Staff liaison with Chief Librarian.

**1981–1986                      GSI.                      Perth, Aust.**

**Processing Seismologist**

- Manage specific client relationships
- Process seismic data

**Education**

1974–1976 West Australian Institute of Technology Perth, Aust. (Now Curtin University) **Bachelor of Science – Physics**

1979–1982 West Australian Institute of Technology Perth, Aust  
**Graduate Diploma Applied Science – Physics and Geophysics**

Courses in Communication, Marketing, Business Administration, Economics, New Learning skills, Visual Organization, Performing Arts

**Business Interests**

Learning Methodologies, Knowledge Management, Communication Techniques, Cultural Transitions, Chaos and Complexity Theory, Quality Process.

**Professional Associations:** Active Member of SEG, AAPG, SPE; Galleria Chamber of Commerce; Corporate member of Australian American Chamber Of Commerce, Member of the Board of WBEA (Women’s Business Enterprise Alliance)