

THE CORE TEAM



Chairman **Peter Williamson** is a Professor of Strategy and International Management at Cambridge University. He has 25 years experience advising multi-nationals in Asia.



Managing Director **Graham Chapman** is an expert in the coal and energy business. He is the former head of Indonesian operations for Billiton plc and was Vice President strategy for Billiton Ltd.



Martin Bloemendal, previously managing director of GKE in Holland, is an expert in coal and renewable energy markets and logistics.



Chris Norval has for many years been in senior managing positions in the global resources sector. His focus is on implementing strategy and structuring ventures.



Karl Schultz, formerly with the US Environmental Protection Agency, is an international expert on methane usage and climate change.

THE NETWORK

The Energy Edge global network includes key experts in all sectors of the energy industry.

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ENERGY EDGE

STRATEGY + EXPERIENCE = SUCCESS



Strategic Advice Implementation Ventures

www.energyedge.net

THE FACTS

Energy drives our economies, but companies in all parts of the sector face unprecedented challenges:

- Investment uncertainties
- Carbon exposure
- Substitute competition
- Margin threats
- Technological changes
- Industry consolidation

How do you develop sensible strategic options, then select and implement them in this environment?

THE ACTIONS

Energy Edge provides a unique service to players in all parts of the energy sector by:

- Linking proven strategic advisory skills with hands-on experience across the energy industry
- Unearthing the real drivers of your business and developing creative responses
- Bringing objectivity and real-life expertise to your issues
- Partnering to build your competitive edge
- Identifying and developing energy venture opportunities



WHY ENERGY EDGE ?

Energy Edge's track record includes advising a geographically diverse clientele of large and small businesses, financial institutions, governments and startup companies.

Our client-confidential projects have included:

- Complete process benchmarking for major procedures
- Board-level strategy workshops
- Market modelling
- Project feasibility studies
- Price forecasting
- Carbon impact analysis
- Cross-fuel substitution
- Preparation for IPO

