

Scott Sherwood
Chief Executive Officer

Scott Sherwood's career spans more than twenty years in sales, management and consulting. He is CEO of Novi Labs, LLC, an Austin technology startup that combines artificial intelligence with oil & gas analytics to plan unconventional wells and optimize financial returns.

Prior to Novi, Sherwood served as CEO at Packet Design and led sales at Cache IQ, a network-based caching company that was acquired by NetApp in 2012. Before that, he led all aspects of global sales and business development for ScienceLogic, a leading operations and cloud management company. Earlier in his career, Sherwood was Senior Vice President of Worldwide Sales at NetQoS, where he helped the company acquire a "who's who" of Global 2000 customers including half of the Fortune 50, grow revenues from \$200,000 to \$56 million at a 50% CAGR, and deliver 31 consecutive quarters of double digit revenue growth.

He earned a degree in Information Systems from James Madison University College of Business.

For more information or to arrange an interview, contact Ben Parker at +1 (281) 636-9055, or via e-mail at Ben@StratosAgency.com.

Jon Ludwig
President and Co-Founder

Jon Ludwig is a proven, entrepreneurial professional with experience ranging from startups to building and managing teams within large organizations. He founded Novi Labs to apply predictive analytics to hard engineering problems in unconventional oil & gas planning workflows after seeing from a firsthand perspective the challenges engineering teams faced when designing wells. As president of Novi, Ludwig is focused on taking care of Novi's customers and aligning product strategy to customer needs.

Prior to Novi, Ludwig was a Director at Hess Corporation. While with Hess he partnered with the Bakken Subsurface team to found the Predictive Analytics/Big Data program, which is now a cornerstone capability associated with the Hess LEAN manufacturing process for unconventional development.

While with Capgemini, Ludwig started, staffed and grew a market leading systems integration consulting practice.

Prior to that, he was a partner at iPath, a boutique system integration firm that became one of EMC's top systems integration partners in North America. Ludwig's practice became the growth driver at iPath, leading to its acquisition by Perficient (NASDAQ: PRFT). Post-acquisition, Ludwig continued to serve as Managing Director.

Ludwig holds a degree in finance and economics from The University of Florida's Warrington College of Business.

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Dan Wesson
Chief Financial Officer and Co-Founder

Dan Wesson is an entrepreneur with more than 20 years experience in start-up, high-growth and consolidation businesses. He is CFO and co-founder of Novi Labs LLC, a machine learning well planning "software as a service" company for the Oil & Gas industry.

Before co-founding Novi Labs, Wesson was a founding member of MedServe, a medical waste services company that was recognized as the 3rd fastest growing company in Houston and acquired by Stericycle. During that time, he led the acquisition efforts taking the company from a bootstrapped start-up of 6 employees with no customers to a nationwide leader with more than 300 employees and 20,000 customers. He also spearheaded the development of one of the nation's first "SaaS" models for physician practice compliance training.

Earlier in his career, Wesson was a Senior Associate with PricewaterhouseCoopers and held various positions at NetVersant, a consolidator of network infrastructure solutions.

Wesson earned a degree in business administration from Baylor University's Hankamer School of Business.

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Kevin Stambaugh
Vice President of Engineering

Kevin Stambaugh is Vice President of Engineering at Novi Labs where he brings nearly 30 years of software engineering, data and product leadership experience to the company. With a strong record of successful strategic leadership across early and growth stage startups, he is responsible for commercializing Novi's cloud-based well planning software, executing on the company's product vision, and leading its team of software developers and data scientists.

Over the course of his career, Mr. Stambaugh participated in three startup exits, including two IPO's and one acquisition. Prior to joining Novi, he was Chief Product and Data Officer at Shelfbucks, an Austin-based consumer tech company empowering traditional retailers to better compete with newer, tech-first companies by leveraging in-store IoT and mobile shopper engagement.

Mr. Stambaugh has held multiple C-level and VP-level Technology roles at startups and large enterprises. He has spent the majority of his career at the intersection of technology and business, helping organizations identify new market opportunities and leveraging data and technology to deliver strong business results.

He holds a bachelor's degree in computer engineering from California State University, Chico and is agile CSM & CSP certified.

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John Ramey, Ph.D.
Chief Data Scientist

As Novi's Chief Data Scientist, John Ramey leads the company's big data and AI strategies for analyzing and predicting hydrocarbon recovery. He brings an extensive background in statistics, machine learning, and software development to Novi where he is a key part of our team building intelligent, data-driven products to enable energy professionals to make better decisions.

Before joining Novi in 2016, Ramey was Lead Data Scientist for uStudio, an enterprise SaaS provider that helps businesses modernize the way they communicate. While at uStudio, he was responsible for developing large-scale data strategies for media distribution – including live streaming and video on demand, serving customers such as Universal Music, Alcon Novartis, Dell, and Kohl's. He was part of the data science team at BlackLocus (acquired by The Home Depot), which builds products and competitive intelligence tools to drive retail decisions. Ramey began his career as a Research Associate at Pacific Northwest National Laboratory where he pioneered new methods for applying machine learning and multivariate statistical analysis to genomic and proteomic data.

Ramey is an avid reader, a diehard soccer fan, and enthusiastic about weightlifting and nutrition. When Ramey is not hard at work, he loves the outdoors, whitewater rafting, and hiking in the mountains. He is a founder of the popular Austin Deep Learning meetup.

Ramey earned a master's degree and Ph.D. in statistics and a bachelor's degree in mathematics from Baylor University.

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John McDermott

Director of Customer Success

John McDermott leads Novi's customer success program. He brings an extensive background in enterprise software project management and implementation to his role, where he is responsible for onboarding new clients, implementing and configuring Novi's cloud-based well planning software.

Prior to Novi, John was a Senior Manager of Professional Services at Dematic, a leading provider of supply chain automation technology and software. While at Dematic, he led the company's professional services organization – a team of project managers and department managers – responsible for oversight, delivery, and budgeting of software implementation projects generating more than \$30MM in annual revenue.

John held multiple management positions at Reddwerks, a leading provider of warehouse execution software prior to its acquisition by Dematic, including Director of Project Management & Delivery, Senior Software Project Manager, and Hardware Product Manager.

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