

## Wood Mackenzie, Global Energy Research and Consultancy Group, Hires Louise Noble as Senior Vice President of Marketing

**London, England — November 1, 2019** Renovata & Company is pleased to announce the placement of Louise Noble as senior vice president of marketing for Wood Mackenzie (Wood Mac), a global energy research and consultancy company. She will report to the chief executive officer and work closely with the executive vice president of sales to position the company for significant new growth opportunities.

Headquartered in Edinburgh, Scotland with more than 25 offices worldwide, Wood Mac is a trusted global research and consultancy business that has grown to meet the needs of its clients for the past four decades. The company has deep expertise in upstream oil and gas—and has grown to deliver the same level of detailed insight for every interconnected sector of the energy, chemicals, metals and mining industries. Wood Mac's expert analysts and consultants have created insight for governments, boards and chief executive officers who have helped shape the future direction of the world's natural resources, industries and their impact on society.

In 2015 Wood Mac was acquired by Verisk Analytics, an American data analytics and risk assessment firm, in a deal valued at \$2.8 billion. Since then, the company has broadened its data and analytics platform to provide intelligence that helps drive growth and serve thousands of industry market leaders. For the past 18 months, Wood Mac has been developing the Lens Platform, which will give customers unprecedented access to information that helps shape their business. Using the new platform, clients can instantly access, analyze, and model data to identify and unlock opportunities that lower costs and improve performance.

"With this new platform, Wood Mac is positioned to claim more market share with the right marketing focus—and this is where Louise comes into the picture," says Lisa Morgan, Renovata & Company principal. "She has strong product marketing leadership and go-to-market/launch experience, which is critical to Wood Mac as it rolls out the new Lens Platform and works to bring in new customers and subscription revenue streams."

Before joining Wood Mac, Noble worked for S&P Global Platts in a variety of marketing roles for more than 18 years. Most recently, she was senior director of product marketing & demand center. The company's demand center set the standard for executing against the global buyer and customer journey to deliver 90% of lead generation.

### About Renovata & Company

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