



# Growing Up In The Arctic Didn't Stop Edmund-Hugo Lunde From Chasing His Dreams

By **Lew Bullion**, Senior Editor

**E**dmond-Hugo Lunde recently was promoted to executive vice president, responsible for business development and marketing for Alliance Engineering, part of international energy services company John Wood Group PLC. During his lengthy career in the international oil and gas industry he has held a variety of senior management positions as well as business development; research and development and business strategy development.



Edmund-Hugo Lunde

At Alliance, he has served as vice president of its Onshore and Pipeline Business Units. He is a founding member of the Professional Institute of Pipeline Engineers and a member of the Norwegian Society of Engineers, the Project Management Institute and the American Management Association.

Prior to joining Alliance, he worked with other engineering, design, manufacturing and fabrication companies involved with onshore, offshore and subsea oil and gas developments. "Edmund will provide the leadership necessary to continue to increase our business worldwide," said Norb Roobaert, Alliance founder and president.

Lunde grew up in Bardufoss, Norway, a small village 300 miles north of the Arctic Circle. He recalls that his family did not have a lot and his mother worked multiple jobs. "I learned a lot from my mom, most importantly that if you believe in yourself, have the right attitude, work ethic, motivation and drive you can accomplish whatever you want," he said.

**P&GJ:** When did you join Alliance and how did you get there?

**Lunde:** I joined a small company with a family spirit when I came to Alliance in 1996. The company has evolved through the years, but the fundamental values of family are still present, and that is something I appreciate.

I arrived in the U.S. in 1994, working as a project manager for a large oil and gas

services company involved with onshore, offshore and subsea projects. Prior to my arrival in the U.S., my career also included multiple engineering management roles on large offshore projects in the North Sea, a development manager position with a multinational gas turbine development company, and a military career as a second lieutenant in the Royal Norwegian Air Force responsible for helicopter maintenance and repair. My experiences in the Air Force taught me some very valuable lessons about leadership, organization, team work and cooperation that I have been able to transfer into my civilian career.

**P&GJ:** How has Alliance Engineering evolved since you came onboard and how have you directed the entry and growth within the pipeline and facilities industry?

**Lunde:** Alliance has been a great success story. Norb Roobaert, our founder and president, had a great vision for a world-class engineering company when he established Alliance in 1993, thus when I joined the company the foundation and framework for success had already been established.

Shortly after joining the company I recognized a match between the skills and capabilities of the Alliance organization and the requirements of the onshore oil and gas and pipeline industries. As a result, we were able to develop a successful business strategy for entry into this market. We have since expanded our onshore operations into the Denver market, and our Onshore Business Unit is now recognized as one of the premiere onshore engineering outfits in the U.S.

In addition to our onshore capabilities, Alliance provides engineering, procurement and project and construction management services for continental shelf/floating production storage and offloading (FPSO) and deepwater projects, having developed multiple world record-breaking projects in locations worldwide.

**P&GJ:** Tell us something about your family life in the U.S. and what you enjoy doing when not at work.

**Lunde:** My wife Maggie and I enjoy spending time with our kids who are the pride of our lives. Cory (10) loves to play soccer or go salmon fishing with me in Norway. Laura (21) is a senior at Texas A&M, studying corporate communication, while Claire (24) recently graduated with her master's degree in chemistry from Strathclyde University in Scotland. As a family we all love traveling and making new friends in new locations.

**P&GJ:** What advice would you offer to young people seeking a career in the energy business?

**Lunde:** Despite the recent financial crisis I believe the demand for oil and gas will continue to grow. This, combined with an aging workforce, means that our industry will need to attract new talent. As a result, our industry will offer great career opportunities for young people who have an interest in energy, technology and development in an ever more challenging global environment. My advice to those who want to join us is simply to pursue your dreams and passion, work hard and safely, act with integrity and have fun.

**P&GJ:** What's next for you, for Alliance Engineering, and for the industry?

**Lunde:** Despite the recent economic downturn, I believe our industry will continue to be busy for years to come. Supply-and-demand patterns may change. This will result in increased activities, not only in the U.S., but also in the emerging economies in Brazil, Russia, India, China, and Korea, as well as Africa. This is why an open mind, cross-cultural understanding and international focus will become ever more important.

As for myself, I hope to continue to work with the A-team here at Alliance to develop world-class onshore and offshore projects that we can be proud of. I am confident that Alliance is well-positioned to continue to provide our customers with predictable, high-quality engineering and design solutions that meet their expectations. I am also proud to be part of a world-class organization. *P&GJ*