



Rani Puranik,
Executive Vice President
and CFO for Worldwide
Oilfield Machine.



HUMANITARIAN- FOCUSED LEADERSHIP

There are several ways to become a leader. For Rani Puranik this transformation happened organically, although she had all the resources available to lead. Heiress to the founder of Worldwide Oilfield Machine (WOM), a private multinational in engineering and manufacturing for the oil and gas, railways and defense sectors, Puranik says that relating to people has greatly contributed to identifying and seeking the best directions for the company.

"I never thought about running the family business, especially after I married and lived in India for 19 years, where I founded and ran a dance and leadership company with global programs. When I returned to Houston in 2007, I joined WOM, at the time with about 150 employees, to structure a formal HR department. Working with people and learning to listen to them made it possible to know and understand the company better, and it also opened the mind about the gaps that WOM had to fill in order to grow and be even more successful", says.

In 2012, a strong desire to return to school took her to the classrooms at Rice University, where Puranik completed her MBA with a focus on Finance. At the age of 40, Puranik decided to "learn what didn't know yet". Visited the seven WOM sites to understand the strengths, processes, financial structure, and support all areas necessary to establish a cohesive international organization. At the end of this journey, in 2016, Puranik received recognition as 'Entrepreneurial Woman of the Year', by the Indo-American Chamber of Commerce, and 'Top Women in Energy Leadership – Women to Watch', by the Houston Business Journal, in addition to being promoted to Global Chief Financial Officer.

"The awards are cool and a great exercise to cultivate humility. But it is the positive impact on people inside and outside the company, in the next generations, in schools, in communities and in the environment that motivates me to wake up every morning with purpose, happiness and fun", defines.

And adds, "I'm not the type of person who carries or assumes that they're entitled to anything. I believe in hard work, commitment and dedication to a cause. I say luck is just passion, persistence and faith opening the way. The success I enjoy and appreciate now has no connection with surname, but with work ethic and the intention to do good and serve everyone. I was discredited for being the owner's daughter because they thought I should be limited to this role and not venture to expand the business".

Today, the co-owner, executive vice president and Global CFO who is in transition to take over as CEO, is still punctuated by a more humanitarian management model. No wonder she runs the Puranik Foundation, a nonprofit organization founded in 2000, based in India and headquartered in Houston. Initiated by her mother Rekha, and currently managed by her daughter Bhakti, the institution is represented by three generations of women committed to education, well-being and sustainability, which offers programs, studies and internships related to sustainability through youth activism.

HYBRID AND SUSTAINABLE FUTURE

In the view of the global manager, Rani believes that the energy transition is a trend that will not cause oil and gas to be eliminated, due to the global need for oil derivatives, the low cost and clean energy from gas. For her, alternative energy sources will be included in the existing energy matrix.

"Most countries will strive to become independent and self-sufficient. Free

energy flow will emerge as excess is available after meeting the country's internal needs. In addition, I see a change in the way the barrel will be priced. Currently, it is a phenomenon based on global production and valued against the dollar as a bargaining chip. However, as countries become self-sufficient, depending on which countries achieve this first, oil and gas will have a trade price relative to the available surplus", she believes.

For Rani, since the world's population continues to grow, the need for energy will also grow, which makes alternative energies necessary, especially in developing countries. "More and more ESG will be a critical factor, deciding which energy players remain in the sector. Therefore, being responsible and conscious when producing, processing and transporting oil and gas, as well as taking care of the safety of people and the environment is fundamental," says.

From our part, we are revolutionizing by introducing in the industry a patented green valve (Magnum SP), which operates up to 18,000 cycles, without failure or grease, and does not require human observation, contributing to the safety. In addition, its weight is 50% lower than the valves available on the market, which reduces transportation costs and emissions", says.

Another novelty, the executive says, is the expansion of WOM to the Brazilian market. The company already has a base that does business from Macaé, and now increases its presence by creating a new and holistic business ecosystem. "We control our supply chain, which gives us the ability to develop suppliers and local expertise for the community as a whole to ben-

efit. We are deeply engaged in education and creative entrepreneurial motivation so that the next generations have a financially stable and emotionally satisfactory life".

The business vision, already intrinsic in the family, mixed with the ability to understand people and identify what they have best to offer, shaped a manager full of essence – who wears several other hats every day: Rani is a dancer, writer, composer and adventurer who has just explored Mount Everest – and very aware of her role in the world.

"I believe that all of us, as humans, want freedom and happiness. If we understand that the central key to this is to be aware that every decision we make, every choice we make is leading us to a legacy, whether individual or collective, then the responsibility we take for every decision is our freedom to be happy and serve others for happiness. We can all do this and have power at any level of a company, family, organization or community", says.

