

Annual Distinguished Lecture

BIOGRAPHICAL SKETCH



Euan Baird is Chairman of the Board, President, and Chief Executive Officer of Schlumberger. He joined the company in 1960 as a field engineer, and from that time until 1974 he held various field assignments in Europe, Asia, the Middle East, and Africa. From 1974 to 1979 he was the Personnel Manager and Vice President of Operations for

Schlumberger Technical Services in Paris. In 1979 he became the Executive Vice President in charge of worldwide wireline operations for Schlumberger Limited. He held this position in New York until October 1986, when he was elected to the positions he currently holds as Chairman of the Board, President, and Chief Executive Officer.

Euan Baird has been a Trustee of the Haven Management Trust since 1994, a Trustee of the Carnegie Institution of Washington since 1998, a member of the Prime Minister's *Comité National de la Science* in France since 1998, a Member of the Prime Minister's Council of Science and Technology in the United Kingdom since 2000, and a Member of the Board of ScottishPower since December 2000.

Mr. Baird attended Aberdeen University in Scotland and Trinity College in Cambridge, England. He received an M.A. degree in Geophysics from Cambridge University in 1960. In 1995 and then in 1998, he received the LL.D. from Aberdeen University and Dundee University, respectively. In 1999 he received a D.Sc. from Heriot-Watt University in the UK.

Mr. Baird was born in Aberdeen, Scotland in 1937. He is married to Angelica Baird; they have two daughters.

Diversity - Who Needs It?



Euan Baird
Chairman, President, and CEO
Schlumberger

Tuesday, April 10, 2001
3:30 p.m.
Auditorium in the Van Leer
(Electrical Engineering) Building

SYNOPSIS OF THE LECTURE

Diversity - Who Needs It?

Diversity is a frequently used word in the modern lexicon of business. However, diversity is typically not the first word to come to mind when one thinks of the characteristics that make a company truly successful.

Schlumberger Ltd. has long credited much of its success to a multicultural workforce that is the cornerstone of its creativity and a wellspring of technological innovation. In fact, for more than forty years diversity has been a vital component of its business strategy, allowing Schlumberger to create a broader understanding of the varied customer and cultural demands of the global market while providing the company with a more balanced view of the world and its challenges.

Schlumberger believes that its diverse workforce creates a competitive advantage by bringing together talented people with different perspectives who constantly challenge each other's thinking, as well as the status quo. By sharing ideas with no cross-cultural boundaries, Schlumberger ultimately creates a positive environment that fosters both individual and organizational growth.

This long experience with a diverse workforce has proven to Schlumberger that no individual, no culture, no country has a monopoly on creativity and innovation. Furthermore, when all of these diverse elements are brought together the synergy is remarkable. In today's rapidly changing business world, diversity is no longer just a moral imperative; it's a key to survival.

PROGRAM

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| Introduction | Dr. Ward O. Winer Woodruff School Chair |
| Distinguished Lecture | Mr. Euan Baird President, Chairman, and CEO Schlumberger |
| Question-and- Answer Session | Dr. Winer and Mr. Baird |
| Presentation of the Woodruff Medallion | Dr. Ward O. Winer |
| Reception | Courtyard of the Joseph M. Pettit Microelectronics Research Center |

The George W. Woodruff School of Mechanical Engineering Annual Distinguished Lecture was established in 1990 to honor an engineer who has made an outstanding contribution to society and to provide a forum for that person to address the Georgia Tech community. The lecture is made possible by an endowment established for the Woodruff School of Mechanical Engineering by the late George W. Woodruff (class of 1917). Thus, the occasion is also an opportunity to remember and honor Mr. Woodruff's own contributions as a distinguished alumnus and as a benevolent and generous citizen of Atlanta and the State of Georgia.