

TANK STORAGE

BRINGING LNG TO GERMANY

Uniper's FLNG unit is a pioneering project to meet Germany's gas needs

OPERATIONAL EXCELLENCE

Discover how PetroSeraya is keeping up with the industry as a niche terminal

THE BEST YET...

Get the inside scoop on the most successful StocExpo to date



A MODERN WOMAN IN A MODERN WORKFORCE

Gizil GmbH CEO, Esma Gulten, shares her story of perseverance and entrepreneurship in a male-dominated industry

ESTABLISHED IN 2012, Gizil is a full-service engineering, procurement, and construction provider for the tank terminal industry that focuses on the digitalisation of facilities. CEO Esma Gulten founded the company with her partner, having worked in the tank terminal industry for some time previously.

'I graduated technical university as an industrial and mechanical engineer with a double major,' says Gulten, who began her career with Siemens – one of the giants in energy industry. 'Although I had no idea about oil and gas industry during my university times, I had the opportunity to learn about most of the sectors during my career in Siemens,' she says. 'I fell in love with the industry during my Siemens career and I am excited to wake up every day and pursue a business that I am passionate about and enjoy.'

While she hadn't considered the industry during her studies, that first step into oil and gas was all Gulten needed to catch the bug. 'Though I had a good job and several roles in different divisions, I knew I wanted to unleash my potential as an entrepreneur,' she says.

And so she began working on all-encompassing solutions for the tank terminal industry. 'We knew what tank terminals needed in terms of engineering, procurement, construction, operation, asset management, maintenance and so on,' she says. 'We could see also how important digitalisation was for them.'

A DAY IN THE LIFE

As a female CEO in a male-dominated industry, Gulten is able to offer a unique perspective on challenges and solutions. 'Although every day is different just like everyone else's, I'm doing my best to adapt,' she says. 'Working in a fast-paced, customer-focused organisation keeps me really motivated. As the CEO of the company, I generally deal with business development activities, customer visits, contract reviews, productivity management of our teams and, of course, coordination of financial or budget activities.'



Gulten dedicates a lot of her time to highlighting the importance of digitalisation in both the tank terminal industry, and other sectors that need to decarbonise. 'The most important input of decision processes is data. Easy access to this data can only be achieved with digitalisation,' she says. 'All sectors that will be affected by the 2050 targets urgently need to start their digitalisation journey. As long as the data in engineering and operation processes are not digitised

and integrated with each other, the time and cost spent to pursue this data and to reach the right data will always be more.'

AHEAD OF THE CURVE

In 2016, Gizil began investing in digital solutions. 'As of today, we can engineer, construct, and digitalise the tank terminals and other process industries as a one-stop-shop, which means we've been grinding toward our goals and living our dream ever since,' says Gulten. This early adaptability shows how Gulten is leading a company that's leading the way for the industry – much like Gulten herself.

'Technology and business methods are continually improving in the tank terminals, which makes the sector quite dynamic,' she says. 'In order to keep up with new trends, you must update your skill sets and learn new approaches that can advance your career. Regardless of the sector, as an entrepreneur I am also evolving my analytical, interpersonal, management and even intercultural skills.' This is particularly true in the tank storage industry – and in the wider oil, gas and energy sectors – as businesses move towards storing alternative fuels to meet low carbon targets.

'As we all know, the energy sector has been experiencing a series of major

‘Though I had a good job and several roles in different divisions, I knew I wanted to unleash my potential as an entrepreneur’

transformations for a while,’ says Gulten. ‘The oil and gas market has been facing uncertainty and volatility, which has resulted in a supply and demand gap. Nowadays, the whole sector is busy with the energy transition and investments into hydrogen production technologies, decarbonisation, biofuels, new storage, and pipeline infrastructure projects. All of this means that companies will need our help while they adapt to changing economics and compliance legislation. Agility is more important than ever; that’s why we set up a full-service business model.’

ADVANTAGES OF THE FEMALE PERSPECTIVE

‘I am lucky to not have to deal with discrimination during my professional experience,’ says Gulten. ‘I can even say that being a female manager in a male-dominated industry can be an advantage – at least that’s been my experience. Most of the time, I can be the only woman in meetings; although sometimes it feels lonely, sometimes it feels special.’ With this in mind, Gulten is able to offer a unique and highly valuable perspective on issues the tank terminal industry faces – a perspective that male colleagues may not have thought of.

‘The world has been in a continuous transition to a new energy paradigm, which means new growth markets for tank terminals emerge,’ Gulten continues. ‘As demand for conventional fuels such as diesel and gasoline declines over the next few decades, new liquid bulk alternatives are being developed to replace them. All these indicators herald something new every day.’

‘I think this is an excellent opportunity for the female brain, which is constantly seeking change and is focused on self-improvement. On the other hand, all these changes need to be implemented as quickly as possible, which brings the concept of agility to our agenda. Women are needed for agility, fast decision making and developing different business models; our creative communication skills are crucial throughout sales and marketing processes.’

‘I am one of those who believe that men and women are two sides of the same coin. I think they complement each other’s strengths and weaknesses very well; and when they come together,



they can unleash their potential,’ says Gulten. She suggests that working collaboratively and targeting the university demographic is the best way to overcome gender discrimination.

‘I feel that communication initiatives like large-scale media and social marketing campaigns which aims changing individual attitudes and behaviours work well. These public and/or corporate-based initiatives are effective in mobilising people, empowering women, and promoting gender equality,’ says Gulten.

RECRUITING & RETAINING TALENT

Coming to the tank terminal industry as a new graduate herself, Gulten sees this as an ideal opportunity to bring more women into the sector. ‘As companies, we must do something to increase the

interest of our female engineers in the sector, as well as increase the number of our female employees. I find university-industry cooperation and mentoring activities very valuable in this regard,’ she says. ‘University-industry collaborations should be increased, and a curriculum should be created according to the needs of the industry. This issue will not only be about gender equality but will also enhance the technical competency of human resources for the sector.’

The future of the workforce is unclear as oil and gas companies struggle to recruit new talent. However, what is clear is that this sector require rapid innovation. ‘The global climate is changing and posing increasingly critical risks to the ecosystem, human health, and economy,’ says Gulten. ‘The entire world is trying to fight back by facing unprecedented challenges in a shrinking time to achieve energy security, rising inflation, achieve climate targets and limit dangerous global warming. All this shows that our world needs us.’

For more information:

Esma Gulten is an industrial engineer and managing director at Gizil GmbH. She graduated with a double major from the Department of Industrial Engineering and Department of Mechanical Engineering of Istanbul Technical University in 2006.

www.gzilenerji.com



- 01 Gulten on site
- 02 Esma Gulten, CEO and founder, Gizil GmbH
- 03 Esma Gulten with founding and managing partner and COO, Ali Utku Can
- 04 Gulten using a VR headset