

WOODS HOLE GROUP, INC

Straw into Gold: Turning Raw Data into Useful Information



Woods Hole Group, headquartered in Falmouth, Massachusetts, is an international environmental scientific and engineering consultancy focused on water and sediment from the deep ocean through the coastal zone. Scientific and engineering expertise includes: Oceanography & Measurement Systems; Coastal Sciences, Engineering & Planning; and Environmental Assessment

& Remediation.

A privately held company, Woods Hole Group was founded by Dr. David G. Aubrey in 1986 to transition the latest scientific advances from the Woods Hole Oceanographic Institution (WHOI) and offer solutions to environmental problems in commercial and government markets. Woods Hole Group has transitioned from a sole proprietorship into a dynamic international organisation driven by the leadership of its talented scientific, engineering, and management staff. Technical director Bruce Magnell has been with Woods Hole Group since 1994 and notes, "We separate ourselves from the competition by combining the highest level of technical expertise with a willingness to roll up our sleeves in the field."

Strong yet Nimble

Woods Hole Group is dedicated to helping clients ensure the sustainable future of the coast and oceans. Key markets served include offshore oil and gas producers, ports and harbours, electric power utilities (including ocean power), federal and local governments, and architecture & engineering partners. The company is driven by the innovation of its talented personnel. With approximately 50 full-time staff, the company has the critical mass to perform and the flexible management style to make decisions and respond rapidly. The company is financially sound, achieving double digit year-over-year growth in sales for consecutive years.

Worldwide Experience

In addition to its headquarters in a hotbed of oceanographic talent in the famed Woods Hole community, Woods Hole Group has full-time staff in domestic satellite offices located in Dover, Delaware and Houston, Texas. The newest fully-staffed office is located in Rio de Janeiro, where the company intends to achieve rapid growth supporting offshore oil and gas operations, port and harbour expansion, and coastal infrastructure. A network of representatives supports the company in 20 other nations. A partner company, Woods Hole Group Middle East (based in Riyadh, Kingdom of Saudi Arabia), further extends the footprint of the organisation. In support of the offshore oil and gas industry, Woods Hole Group's staff members have performed meteorological and oceanographic measurement campaigns throughout North, Central, and South America, West Africa, Southeast Asia, and Australia. "Serving the world markets for oceanographic, coastal, and environmental services is a primary focus for future growth," says vice president for operations Robert Catalano who provides leadership for the new venture in Brazil.

Not Mutually Exclusive

The global business environment and economies affect everyone, yet how we affect the earth is our most important legacy. Land development and exploitation of resources will continue in the future. It is what we need to survive. Woods Hole Group feels strongly, however, that society's requirements can be met in an environmentally responsible manner. Our technical specialists offer environmental leadership through creativity and vision required for a sustainable future. Improved environmental policy, new technologies, and open-mindedness all are required.

In a more tangible sense, Woods Hole Group believes that effective solutions require the right information. Increasingly often, our clients are required to provide data or develop a model. They require more and better data, and it is essential that information is served from

remote parts of the earth directly to the desktop. Risks are reduced, engineering designs are improved, uncertainty is minimised, emergency response is improved, and lives are saved through access and application of real-world, real-time data. Reliable computer models, grounded in real data, also are essential for responsible engineering and environmental planning.

Woods Hole Group specialises in providing data and models, but simply turning on a current meter or pressing the button on a numerical model does not solve the problem. Reducing a customer's risk, saving them money, and affecting daily decision-making and planning is our focus. Interpreting a raw string of numbers for an offshore driller to make a safe operational decision, plotting a graph that is just right for a pilot to safely navigate a channel, providing accurate design criteria for a breakwater that improves the efficiency of a port, or specifying the culvert to restore a wetland; these are our daily focus at Woods Hole Group. We are constantly testing new equipment, integrating systems, developing new computer codes, and talking to our customers about their needs. It is this process of turning raw data into useful information that drives the organisation and its future growth potential.

<https://www.hydro-international.com/content/article/straw-into-gold-turning-raw-data-into-useful-information>
