

Lance Laubach

CEO, capSpire Inc
Director, capSpire Ltd

capSpire.com profile

Lance joined capSpire in 2011 as CEO and is charged with defining and executing strategic initiatives of the company. Lance's deep background in software, consulting and start-up organizations positions him perfectly to help lead capSpire through the rapid growth challenges of an innovation-oriented company. His 17 years in the commodity trading and risk management space has included the roles of Director of Professional Services and Global Practice Manager for SolArc, Vice-President at TouchStar Solutions, and Director at Opportune. In 2013, Lance added the role of Managing Director of the newly formed Irish subsidiary, capSpire Limited. Lance has remained engaged as a Director and Board Secretary after transitioning leadership to an Ireland based MD. Lance has a Bachelor of Science and MBA from Oklahoma State University. His civic involvement includes participation in Leadership Tulsa, OSU Spears School of Business Alumni Society and Youth Services of Tulsa Advisory Board.

personal addendums

I grew up on a farm near Laverne, OK and migrated through Stillwater in route to Tulsa. While I've kept apartments in Houston and worked in Europe for 2 years, Tulsa has been home since 1996.

I'm married to Jennifer Paden Laubach, Tulsa native and '96 graduate of Bishop Kelley. Prior to leaving the workforce in 2008, Jenny worked on Capitol Hill for Senator Don Nickels, on Mayor Bill LaFortune's staff and as Marketing Manager for Vision 2025/BOK Center.

We live in midtown with our son, Noah (15) and 2 daughters, Paden (7) and London (3).

Close family members and long time Tulsans are my uncle/aunt Mark & Connie McFarland and Jenny's parents, Lee & Carol Paden.

Interests beyond my family, professional and community activities include travel with family & friends, golf, tennis, card & board games, jazz and college football.

[LinkedIn profile](#)

More on capSpire

Boilerplate: capSpire is a strategic advisory, system integration and technology solutions firm that has served more than 65 clients from offices in North America and Europe. Leveraging centuries of collective experience and a drive to find a better way, capSpire has shifted the paradigm on how innovative solutions create value for its clients in commodity trading, transportation, diversified energy and consumer packaged goods.

capSpire is comprised of 2 legal entities: capSpire Inc and a wholly owned subsidiary, capSpire Limited in Ireland. Physical offices are in Tulsa, Fayetteville (AR), Dallas and Cork (Ireland). A Houston office is coming online soon as it is soon to surpass Tulsa as capSpire's largest employee base. capSpire is a member of IDA Ireland (foreign investment) and the Oklahoma Quality Jobs programs.

Since its founding in 2009, capSpire has grown and expanded in size, offerings and geography. The growth has occurred while maintaining the highest standards of execution and being highly selective of new team members and client relationships. Top line annual growth since 2012 was 31%, 34% & 48%, respectively, with improving margins and balance sheet each year. 2015 will end with year over year growth of 45% for capINC and 147% for capLTD. Related, next month will mark the 3rd consecutive year that Inc. Magazine will recognize capSpire as one of the fastest growing private companies in the US.

Today, capSpire is most accurately described as a niche, best of breed, consulting firm working primarily with oil & gas clients as they evaluate and implement new business processes and technologies for trading risk and physical commodity management. ONEOK, Williams, SemGroup, NGL, Continuum and P66 are counted among our active clients locally. More broadly, our client roster includes BP, BofA Merrill Lynch, Delta Airlines, ConEdison, ConAgra Foods and Tyson Foods in the US and similar companies in Canada, Chile, Ireland, England, Germany, Switzerland, and Australia.

capSpire's business model is in transition with an increasing percentage of revenue coming from IP versus consulting, a diversification into other industries and addition of acquisitions to our growth strategy.

On the IP front, we are ramping up investment in proprietary software that is in production at a few clients. The first is a B2B platform that enables data exchange & online trade execution in the refined products, crude and NGL wholesale markets. The second is an optimization and analytics toolkit for the full transactional lifecycle of crude from the well through the refinery.

The crude optimization solution was incubated in a JV with a Dallas based analytics consultancy that capSpire is now in negotiation to acquire. In addition to adding new competencies to our team, they bring with them a healthcare and consumer focused client base that includes Match.com and Six Flags.

Beyond the *what*, it's capSpire's *why* and unique culture that defines the organization. Described by some as a mashup of a Big 5 consulting firm and dot-com startup, capSpire's culture is fueled by a high quality, tight-knit team that is intrinsically driven to find better ways to work together, deliver solutions and change the markets we serve.

That search for better ways has led to some unique policies and practices that recently garnered capSpire special recognition as the only Oklahoma company to be recognized with the Sloan Foundation's When Work Works award. Chief among those are a 2 month on-boarding Bootcamp, void of a vacation policy, Crunch Time pay scheme and and new *Shark Tank like* Innovation Program.