

Lisa Wadlington, MBA

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GLOBAL B2B COMMERCIAL EXECUTIVE

Delivering profitable growth through strong collaborative relationships, creative vision, and decisive leadership

OBJECTIVE

Dynamic and inspirational leader with proven expertise in driving profitable growth, leading transformative change, and deepening customer loyalty. Seeking a high impact head of sales role leveraging extensive leadership experience in sales, business development and marketing to deliver exceptional business outcomes and align with the CEO's vision for the organization.

AREAS OF EXPERTISE

Commercial Excellence | Strategy Execution | Direct & Indirect Channel Sales | Complex Sales Contracts
Global Price Management | Business Development | Global Regulatory Management | Budgeting
Corporate Governance | Intellectual Property | Forecasting | Marketing | Project Executive Sponsor

PROFESSIONAL EXPERIENCE

Johnson Matthey Catalyst Technologies, Houston, TX

November 2023 – September 2024

Global \$715M segment of the \$4.8B JM group specializing in chemical catalysts with 11,800 employees.

Global Commercial Director Fluid Catalytic Cracking Additives

Launched a global sales team for additives and equipment sales to refineries. Additive injection equipment included storage vessel, controller, piping, and digital technology to remotely manage inventory, control addition rates and enable remote diagnostics. Led a team of 14 with 4 direct reports: regional sales managers, global demand manager, global demand controller, inside sales, and global customer service.

- Spearheaded \$120M of global sales with a projected YoY sales growth of 15%.
- Successfully led cross-functional team of operations, R&D, marketing, and sales to launch a new product into key niche markets with margin improvement greater than 20%.
- Redefined business strategy to open markets in Middle East and Africa and increase share in China by 112%.
- Increased equipment sales in India with higher priced solutions and sold a \$2M bespoke catalyst withdrawal equipment system to a global key account.
- Improved demand planning (forecasting and balancing demand/supply) to foster a global business unit OTIF to greater than 98% (greater than 25% increase sustained month over month) and decreased expedited costs 350%.

Johnson Matthey Catalyst Technologies, Houston, TX

June 2022 – November 2023

Global \$693M segment of the \$5.2B JM group for chemical catalysts; Americas led with sales and margins.

Commercial Director Americas, Fuels & Energy and Chemicals

Directed \$250M annual revenue and a \$800M installed base with P&L for fuels, energy, and chemical catalysts. Initiated commercial excellence improvements with contracting, pricing, and negotiation training for sales. Transformed Americas by merging 11 distinct businesses into one team of 37 salespeople, 2 country managers, and 5 technical engineers. Appointed a leadership team where 66% of the managers are female, the highest percentage globally at JM.

- 2023 - 2024 financial results exceeded plan with sales revenue 119%.
- 2022 - 2023 financial results versus plan included sales revenue 112%.
- Executive sponsor of a new product valued at \$100M annual revenue involving stakeholders from technology, R&D, and operations.
- Continuous improvement initiatives improved forecasting from 68% to 95% while signaling financial performance more accurately. Inspired continuous improvement among the team resulting in savings of 1.5% on invoices through Incoterms training for sales and supply chain.

Johnson Matthey Catalyst Technologies, Houston, TX**August 2021 – June 2022**

Global \$562M segment of the \$4.7B JM group specializing in chemical catalysts with over 14,000 employees.

Commercial Director Americas, Chemicals

Oversaw \$150M annual revenue and P&L for chemical catalyst technologies for eight businesses (ammonia, methanol, formaldehyde, petrochemical, nitric acid, formaldehyde, sponge nickel, edible oils and oleochemicals). Direct reports include country managers, regional sales managers, global key account managers and the inside sales manager.

- 2021 - 2022 financial results exceeded plan with sales revenue 135% due to successful customer segmentation enabling sales team to hunt for new business.
- Served as executive sponsor of new product introduction projects across multiple markets, one project generated \$46M revenue.
- Authorized projects from the technology team ensuring commercial viability and capital investments were sound.

Chevron Corporation, Houston, TX**March 2017 – July 2021**

Global \$2B segment of the \$156B Chevron exploration, refining and marketing operations with 36,000 employees.

Global Manager, Specialty & Commodity Chemicals

Headed global business development team with direct responsibility for \$85M revenue for chemicals from 5 global manufacturing plants. Signing authority \$50M, developed corporate governance policies, and global price approval.

- Grew business development team from 1 individual contributor to 7 business development managers and 2 sales managers across 7 countries including 2 product managers and a technical team.
- Generated \$85M revenue in 2 years for new global P&L and on target to achieve \$150M in year 3, executing go-to-market strategies with strong performance while exceeding gross margin targets.
- 2020 volume (pandemic year) 75% and profit margin 119% | 2019 volume 121% and profit margin 175% | 2018 volume 154% and profit margin 161%.
- Executed robust strategies and directed marketing efforts to successfully enter new markets to achieve exceptional business outcomes.
- Negotiated complex multi-year contract for \$110M.

Chevron Corporation, Houston, TX**December 2014 – March 2017**

Global \$2B segment of the \$135B Chevron exploration, refining and marketing operations with 45,000 employees.

North America Sales Manager

Managed direct P&L for North American regional fuels and lubricants business with 3 direct reports. Exceeded annual sales goals.

- 2016 volume 105% and profit margin 118% | 2015 volume 102% and profit margin 115%
- Introduced new marketing ideas for first-ever webinars, demand generation campaigns with digital platform creation, and conceptualized and executed the Centennial Celebration for 250 customers.
- Executed and hosted the first Chevron live webinar with over 500 prospective customers tuning in live.

ADDITIONAL RELEVANT EXPERIENCE**Shell Oil Company, Houston, TX**

Marketing Manager North America | Business Development Manager North America | Senior Sales Engineer Americas | Sales Engineer North America

EDUCATION

Master of Business Administration (MBA), Christian Brothers University, Memphis, TN
Bachelor of Science (BS), Chemical Engineering, University of Mississippi, Oxford, MS

PROFESSIONAL AFFILIATIONS

- Virtual Advisory Board (VAB) Member 2024
- 50 / 50 Women on Boards Member 2024
- Chevron Facilitator, Men Advocating Real Change 2017 - 2021
- Advisory Panel, University of Houston, C.T. Bauer College of Business Executive Education 2021
- Panelist, "Leading During Covid", Houston Women's Leadership Summit 2020
- Chair, Engineering Advisory Board | Advisory Board Member, University of Mississippi 2009 - 2023
- Chevron Academy Mentor with Texas A&M and Houston Community College 2019 - 2020