

Lisa Wadlington, MBA

Strategic Sales Architect | Revenue Accelerator | Collaborative Growth Strategist
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OBJECTIVE

To secure a high-impact leadership role in sales and marketing, utilizing my extensive experience in strategy, business development, and marketing to drive results that align with the CEO's strategic vision.

SUMMARY

Global commercial leader with a proven track record of achieving 20-30% revenue growth at Chevron and Johnson Matthey. Managed P&L of \$250 million and led a team of 40+ professionals across sales, supply chain, engineering, and customer service. Navigated transformative change while retaining talent and motivating teams to deliver results. Focused on enhancing customer loyalty and fostering brand loyalty.

CAPABILITIES

Commercial Excellence | Strategy Execution | Direct & Indirect Channel Sales | Complex Sales Contracts
Global Price Management | Market Trend Analysis | Global Regulatory Management | Budgeting
Corporate Governance | Intellectual Property | Forecasting | Marketing | Commercialization Executive

PROFESSIONAL EXPERIENCE

Revenue Maverick Group, Houston, TX

October 2024 - Present

Business growth advisor serving the chemicals, energy, and manufacturing sectors for mid-market enterprises.

Founder / President

Leverage 25+ years of experience to drive revenue growth and increase profitability. Align strategic objectives across functions, delivering tailored recommendations with flexible implementation to meet client needs and timelines.

- Serve as Fractional and Interim Chief Revenue Officer
- Plan and execute strategic product launches
- Lead special projects in Commercial Excellence and CRM design/deployment
- Execute comprehensive business development strategies
- Conduct talent assessment and performance improvement initiatives

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 team for refinery additives and injection equipment sales which included digital technology to remotely manage inventory, control addition rates and enable remote diagnostics. Led a team of 14 with 4 direct reports: sales managers, demand manager, demand controller, inside sales, and customer service.

- Spearheaded \$120M of global sales with a projected YoY sales growth of 15%.
- Led cross-functional team to launch a new product resulting in margin improvement greater than 20%.
- Redefined business strategy to penetrate the Middle East and Africa, and increased China sales by 112%.
- Increased equipment sales in India with higher priced solutions and captured an additional 8 refinery wins.
- Improved demand planning (forecasting and balancing demand/supply) to foster a global business unit OTIF to greater than 98% (sustained month-over-month improvements over 25%) and reduced expedited costs by 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 in annual revenue and managed an \$800M installed base with P&L responsibility for fuels, energy, and chemical catalysts. Initiated commercial excellence improvements through contracting, pricing, and negotiation training. Transformed the Americas by merging 11 distinct businesses into one team of 37 salespeople, 2 country managers, and 5 technical engineers. Established a leadership team with 66% female managers, the highest percentage globally at JM.

- Exceeded financial plans for 2023 - 2024 with sales revenue reaching 119%.
- Achieved financial results for 2022 - 2023 with sales revenue at 112% of plan.
- Served as the commercial executive sponsor for a new product projected to generate \$100M in annual revenue collaborating with stakeholders from products and technology, procurement, and operations.
- Improved forecasting accuracy from 68% to 95%, enhancing financial performance visibility.
- Drove continuous improvement initiatives globally, resulting in revenue improvements of up to 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**

Managed \$150M annual revenue and P&L responsibility for chemical catalyst technologies across eight businesses (ammonia, methanol, formaldehyde, petrochemical, nitric acid, formaldehyde, sponge nickel, edible oils and oleochemicals). Managed a team including country managers, regional sales managers, global key account managers and the inside sales manager with her direct reports.

- Achieved financial results in 2021 - 2022 that exceeded plan with revenue at 135%, driven by successful customer segmentation that enabled the sales team to pursue new business.
- Served as executive sponsor of new product introduction projects across multiple markets, one project generating \$46M revenue.
- Authorized technology projects as the commercial executive sponsor, ensuring their commercial viability and sound capital investments.

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 the global business development team with direct responsibility for \$85M revenue from 5 global manufacturing plants. Held signing authority \$50M, developed corporate governance policies, and approved global pricing.

- Expanded the 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 a new global P&L, on track to achieve \$150M in year 3 by executing go-to-market strategies and achieving results through active margin management.
- Achieved 2020 volume (pandemic year) at 75% and margin at 119%; 2019 volume 121% and profit margin at 175%; 2018 volume at 154% and margin at 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, consistently exceeding annual sales goals.

- Achieved 2016 volume at 105% and margin at 118%; 2015 volume at 102% and margin at 115%.
- Introduced innovative marketing initiatives, including webinars and demand generation campaigns, along with the creation of a digital platform.
- 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

- The Operators P.E. 2025
- CEOX 2025
- Director Development Initiative, University of North Carolina 2025
- Virtual Advisory Board (VAB) Member 2024- present
- 50 / 50 Women on Boards Member, Leadership Committee 2024- present
- 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