John C. Lunde

Product & Commercial Strategy Executive | Business Development Leader | Revenue Growth Strategist

MBA from Harvard | Chemical Eng. from Penn State

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EXECUTIVE PROFILE

Senior business executive with 18+ years of progressive experience defining and executing product strategy, commercial growth initiatives, and go-to-market models across B2B & industrial markets. Proven track record driving revenue growth, margin expansion, and market penetration through disciplined product portfolio management, value-based pricing strategies, and cross-functional leadership. Subject matter expert in capital-intensive industries including refining, industrial gas, hydrogen, and energy infrastructure. Founded and scaled two ventures since 2018, demonstrating entrepreneurial mindset and P&L accountability.

Core Competencies:

- Enterprise Product & Commercial Strategy
- Go-to-Market & Revenue Growth
- Pricing Strategy & Value Proposition Development
- Market Intelligence & Competitive Analysis
- Cross-Functional Leadership & Stakeholder Engagement
- Product Lifecycle Management
- Strategic Planning & Business Case Development
- Customer-Centric Product Innovation

Director of Refining & Industrial Gas Solutions

Vogt Valves, Inc. – Stafford, TX | Dec 2025 – Current

- Developed and executed business development strategy for HF-Alkylation, Air Separation, and Liquid Hydrogen applications, targeting large refining and industrial gas enterprises and driving $2M in new orders

- Built and managed strategic account plans for major refining customers, deepening relationships, expanding share, and supporting multi-year commercial partnerships
- Leading cross-functional global teams to develop and implement HF-Alkylation stocking model, optimizing inventory investment and market responsiveness
- Launched three new product lines (Cast Steel GGC, Dual Plate, and Single Disc Check Valve) for Refining and Industrial markets, expanding addressable market and competitive positioning

Founder and Chief Executive Officer
HyCO Tech Solutions – Buda, TX | Apr 2023 – Present | www.hycotechsolutions.com

- Founded and leading startup pioneering zero-carbon hydrogen production through modular natural gas pyrolysis, targeting industrial, mobility, and data center decarbonization
- Defined product strategy, value proposition, and commercial model for modular hydrogen production with differentiated cost structure and environmental profile
- Establishing strategic partnerships with multiple technology providers, engineering firms, advisors, and investors through NDA-protected commercial discussions
- Developed customer segmentation strategy and secured initial customer commitment, validating product-market fit

Global Business Line Manager – Hydrogen Valves
Crane CRYOFLO – The Woodlands, TX | Jul 2022 – Sep 2024

- Spearheaded development and commercialization of new valve product line for emerging Liquid Hydrogen (LH2) market
- Defined product roadmap, pricing strategy, and go-to-market model targeting $10M sales by 2025
- Led complex, long-cycle sales pursuits with multi-stakeholder customer teams (operations, engineering, procurement, executives), structuring solutions and commercial terms for mission-critical valve infrastructure, driving $1M in orders.

Co-Founder and Director of Finance and Marketing
The Woodlands Family Counseling Center – The Woodlands, TX | Feb 2018 – May 2024

- Spearheaded development and commercialization of new valve product line for emerging Liquid Hydrogen (LH2) market

- Defined product roadmap, pricing strategy, and go-to-market model targeting $10M sales by 2025

Global Business Line Manager – Pacific Valves

Crane ChemPharma & Energy – The Woodlands, TX | Nov 2021 – Jun 2022

- Commercialized Wedgetorque operator solution, achieving first industry adoption.
- Expanded HF-GGC product portfolio to meet Marathon, Valero, and Phillips 66 requirements.

Global Business Line Manager – HF-Alky & Wedgeplug Valves

Crane ChemPharma & Energy – The Woodlands, TX | Jun 2020 – Nov 2021

- Accelerated post-transition recovery in Chihuahua facility reaching >85% OTD.
- Achieved 56% YOY orders growth and 5% product margin increase using the 80/20 methodology.

Global Business Line Manager – Low Pressure Gate, Globe & Check Valves

Crane ChemPharma & Energy – The Woodlands, TX | May 2016 – Jun 2020

- Led a multi-region team to launch new Pacific® GGC valves, driving $800K in 2019 orders.
- Attained 128% margin goals through optimized pricing and channel strategy.

Global Business Line Manager – Engineered Check Valves

Crane ChemPharma & Energy – The Woodlands, TX | Mar 2012 – May 2016

- Boosted Noz-Chek® market penetration by 300%
- Reduced product cost by 20% and lead times by 8–10 weeks.
- Established assembly facility in India, adding $2M+ orders growth and $50M market reach.

Vice President, Marketing

CRANE Energy Flow Solutions – The Woodlands, TX | Aug 2011 – Mar 2012

- Managed global marketing for $375M business unit, strengthening product strategy and M&A targeting.
- Drove initiatives increasing FCC and Reforming vertical performance by $58M.

Global Chemical Industry Marketing Director

GE Water & Process Technologies – The Woodlands, TX | Jun 2010 – Sep 2011

- Built global industry model identifying high-growth chemical plant opportunities.
- Secured preferred supplier status with Lummus, Linde, Technip, and KBR.

Global Refining Industry Manager

Crane Energy Flow Solutions – The Woodlands, TX | Oct 2008 – Jun 2010

- Created global project tracking tools improving collaboration and pipeline visibility.
- Developed comprehensive Refining Industry brochure and sales toolkit used globally.

Senior Manager – Strategy, Planning & Economics

Valero Energy Corporation – San Antonio, TX |

2005 – 2008

- Led strategy for Wilmington Refinery, delivering $32M margin improvement.
- Developed long-term price forecasting models influencing corporate strategic plans.

Market Development Manager

Advanced Elastomer Systems (ExxonMobil Affiliate) – Akron, OH |

2004 – 2005

- Expanded transportation sector diversification beyond light vehicles to drive new growth.

Marketing Advisor

ExxonMobil Chemical – Houston, TX |

2002 – 2004

- Designed company-wide marketing plan template and guide still in use today.
- Rolled out competitive intelligence systems across multiple business units.

Supervisor / Coordinator / Process Engineer

ExxonMobil Refinery – Baytown, TX |

1995 – 2000

- Oversaw $10M in planned maintenance activities and managed a $25M budget.
- Achieved first-ever CO boiler upgrade within budget; delivered over $2M in cost savings.

Education

Harvard Business School – MBA, General Management, *High Distinction*

Penn State University – B.S., Chemical Engineering, *High Distinction*

Certifications & Professional Development

Quality Matters – Orienting Your Online Learners

Quality Matters – Creating Online Presence

Product Manager Certification – Level I and Level II

Transactional Kaizen Leader

Eagle Scout

Volunteer Experience

Board of Directors – *Bexar Land Trust* *2006 – 2008*

Committee Member & Merit Badge Counselor – *Boy Scout Troop 772* *2010 – 2020*