

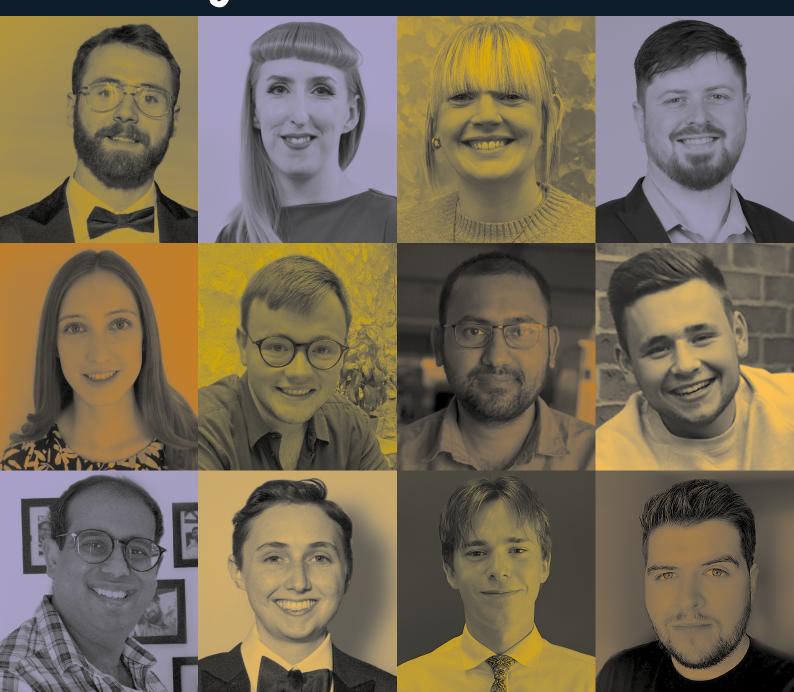
The official journal of



THE EUROPEAN LUBRICANTS INDUSTRY MAGAZINE

SPECIAL ISSUE

# Lubricants industry Rising Stars 2025



### Lubricants industry rising stars 2025

Ryan Beckett SIP

Shannon Bell Lubrizol Corporation

Jack Gardner Solventis

Adam Griffiths R S Clare & Co Ltd

Daniel Healy IMCD UK Ltd

Rebecca Hodge Infineum

Hannah Holmes Afton Chemical

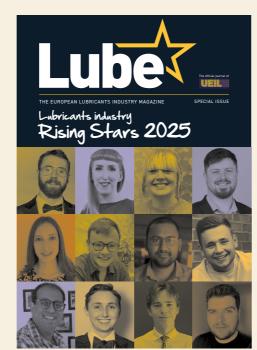
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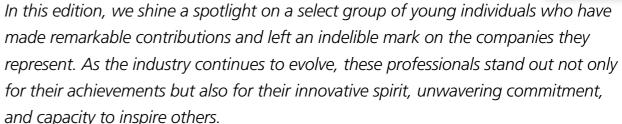
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## Dear Readers,

It is with great enthusiasm and pride that we present this special issue dedicated to the rising stars of the European lubricants industry.



The lubricants sector plays a pivotal role in a multitude of industries, and the advancements within this field hinge upon the passion and expertise of its people. The individuals featured in this issue have harnessed their talent and drive to propel their organisations forward, navigating challenges with creative solutions and forward-thinking strategies. They have consistently demonstrated a keen understanding of market dynamics and have shown a unique ability to adapt to change—attributes that are essential in today's fast-paced business environment.

What makes this issue truly special is the focus on the people behind the success stories. Each profile highlights not only professional accomplishments but also personal insights that reveal their dedication to continuous improvement and collaboration. Their stories illustrate how teamwork, mentorship, and an unwavering attitude can lead to significant transformation within their companies and the wider industry.

Moreover, the current landscape of the lubricants market presents both challenges and opportunities. The rising stars we celebrate here are not only overcoming obstacles but are also signalling a shift toward sustainability and innovation. As we pivot towards more environmentally friendly practices and technologies, their initiatives and leadership will shape the industry's future trajectory.

As you delve into the profiles, you'll find inspiring narratives that reflect the diverse backgrounds and experiences of these individuals. From innovative engineers to strategic marketers, their unique perspectives showcase the multifaceted nature of the lubricants industry. We hope their stories motivate you as much as they inspire us and highlight the potential that exists within our industry.

We commend these outstanding professionals for their remarkable achievements and unwavering commitment to excellence. Their hard work, vision, and spirit are indeed paving the way for future generations in the lubricants field. As we celebrate their successes, let us also look forward to the emerging leaders who will follow in their footsteps, driving innovation and excellence for years to come.

Thank you for your continued support as we honour these rising stars. Together, let us embrace the challenges and opportunities that lie ahead, fostering an environment where talent can flourish and new ideas can take root.

Warm regards,

Tina Reading, editor@ukla.org.uk

# Rising Stars 2025 Ryan Beckett

International Sales Manager, SIP

Ryan graduated from the University of Surrey with a BSc in Physics in 2015. His first industry position was with Halterman Carless (2018-2022) as a Sales Executive covering the UK across multiple product lines and supporting the Product Manager for Heavy Aromatic Solvents.

He joined the sales team at SIP in July 2022 as an International Sales Manager. At the time of his joining, SIP was going through a number of changes, and as such, settling in might have been a bit challenging but I found in Ryan, someone who was observant, quick to learn the quirks of SIP – systems and people, and his aptitude to ask questions and pick things up, made the transition seamless. It was like he had been with us for years! His easy, approachable manner soon won over everyone who worked with him. His technical knowledge gave him a head start in understanding our customer's specific requirements and along with his ability to quickly forge professional relationships, gave our customers the confidence that they were in a safe pair of hands.

Ryan's initial responsibility was to expand the company's customer base with the countries he had been assigned. Never an easy job picking up the reins from your predecessor, but Ryan quickly identified areas where he saw potential, he drew up a strategy and got to work. It was a busy time, and a lot of travelling, but the strategy succeeded in more ways than one, not only gaining new customers, but expanding the SIP brand into new countries and sectors of the industry. Ryan continues to make great progress in identifying new potential customers and suppliers in his assigned countries.

Ryan has shown that he has the appetite to learn and broaden his horizons. He is not daunted by taking on new challenges and has proved this on many occasions. He has a 'can do' approach which has given him a reputation for getting the job done without fuss and on time. This was made very evident when Ryan was assigned the lead role in scoping out the pros and cons and costs for SIP to take on storage facilities for packed goods in the UK.

Working closely with the Operations Team, Ryan researched and calculated the many scenarios that the company would need to consider before proceeding. Do we have an appropriate supply chain? How would this impact supply and what benefits would it bring to our customers? How would SIP benefit? Do the numbers make sense?

With all the required data and costings in place, and completed well within the expected time frame, Ryan presented his conclusions to the directors and wider teams. The project was unanimously approved and actioned immediately.

As a result, we have expanded our storage facilities and the impact on the business for this project alone has not only given our customers improved lead times, reduced costs but enabled us to regain business where we had previously been uncompetitive.

Following on from this success, Ryan is now looking to review and expand our storage facilities in Scandinavia, Southern Europe / Mediterranean area.

Ryan is now working closely with our Technical Team and one of our major suppliers to evaluate a range of speciality hydrocarbon fluids and assess the market potential.

He is also exploring the potential of renewable products available with his initial targets being the mining, quarrying and construction industries.

Another string to Ryan's bow was his enthusiasm to become part of our team of ISO 9001 auditors. He saw this as an opportunity to learn not only how ISO 9001 works, but why it is so important for SIP to maintain this accreditation. It also gave him a better understanding on the internal working of the business which ISO 9001 supports, and he has proved to be an asset in the ongoing planning and improvement of this accreditation. Ryan is not afraid to ask guestions or challenge the status quo to ensure our system meets the requirements set out in the standard. He has a keen eye and pays attention to details which is important in this role.

Ryan also plays a key part in many other areas of the business, such as supply planning, customer service initiatives and new project implementation. He has a reputation for being considered, well prepared and knowledgeable. His opinions are thoughtful and well

Ryan represents SIP at many industry events, which, as many of the readers will know, are hard work. Each event is researched and prepared for in advance to make the most of relationship building and networking opportunities.

In 2024 Ryan completed the UKLA Certificate of Lubricants Competence with Distinction.

Before COVID hit, SIP had a social committee who arranged evenings out at various events, but this was never revived when we came back to office working. To my delight (and without being asked), Ryan has now taken on this role and arranges the company's social events. Our next 'works outing' is at Flight Club, a social darts game in London after work. As per his work ethic, Ryan puts a lot of thought into these events to include everyone. They are extremely popular and enjoyed by us all.

We are very fortunate to have Ryan as part of the team at SIP. He is an asset to the company. He has a calm, mature and unflappable approach which resonates around the office. I greatly admire his work life balance and his presence in the office is a genuinely positive one. Never one to take a back seat, Ryan has boundless energy and desire to succeed.

I have no doubt Ryan will have an exciting and fulfilling career in the industry and succeed in everything he turns his hand to. I am delighted to nominate him as a Rising Star.

#### Bead Oliver,

Commercial Director

## Rising Stars 2025 Shannon Bell

#### Marketing Communications Manager, Sustainability, Lubrizol Corporation

Shannon is an experienced marketing professional currently serving as the Marketing Communications Manager, Sustainability at The Lubrizol Corporation. With over four years at Lubrizol, she has developed and executed global marketing plans to support business goals through innovative strategies. Previously, Shannon held key marketing roles at Pendragon PLC, managing campaigns for Stratstone Jaguar Land Rover and Evans Halshaw Ford. Her career began with marketing roles at Pinfold Promotions and Dunelm, and a placement year at Lubrizol. Shannon holds a First Class Honours Degree in Marketing, Design and Communication and has a proven track record in strategic planning, effective communication, and leadership in various marketing capacities.

#### **How Shannon came into the industry**

While pursuing her BA (HONS) in Marketing, Design, and Communication, Shannon embarked on a pivotal year-long placement at Lubrizol as a Business Support Student – Marketing Assistant from June 2014 to July 2015. This immersive experience introduced her to the lubricants industry, where she supported two departments by chairing monthly team meetings, managing the company's LinkedIn profile with regular updates, and creating comprehensive preand post-event reports. Shannon's role extended to researching both new and existing markets, sourcing and organising corporate gifts for events and product launches, and actively participating in various projects, including delivering presentations. Additionally, she played a key role in organising large global meetings and evening events, which further honed her organisational and communication skills. This placement year not only solidified her passion for marketing but also laid the foundation for her successful career in the lubricants industry.

#### What Shannon has achieved to date?

Since joining Lubrizol in 2020, Shannon has made remarkable strides in the company's dynamic marketing landscape. Her visionary approach has been instrumental in developing and executing numerous global product line marketing plans, enabling various business units to achieve their goals through innovative business marketing strategies. Shannon's talent in relationship building and collaboration has helped

her work seamlessly across the organisation, bringing Lubrizol innovation to life and translating complex technical stories into relatable narratives for customers.

Starting with a focus on driveline and electrification,

Shannon's responsibilities soon expanded to

encompass global electrification and the future mobility sector as market needs shifted. Over the past four years, Shannon has achieved numerous milestones, including leading Europe's internal communications and interfacing more with executive leaders. She was pivotal in shaping and defining the campaign strategy for

electrification,

leveraging an omni-channel approach to elevate global awareness of this critical topic for Lubrizol. Her efforts have driven exceptional engagement rates across platforms and generated significant leads.

Shannon's strategic campaign planning and communication skills have earned her a well-deserved promotion to Marketing Communications Manager for Sustainability and Innovation, where she drives the company's marketing communications strategy forward globally. Her dedication, expertise, and friendly personality have not only built strong relationships across global teams but have also positioned her as an inspirational leader, a testament to her passion, innovation, and commitment to excellence.

#### What are Shannon's hopes and aspirations?

Shannon is driven by a passion for inspiring others to work hard and pursue their dreams. She believes that success is rooted in dedication, perseverance, and a genuine love for what you do. As she continues to grow in her career, Shannon is eager to enhance her marketing communication skills by embracing new experiences and engaging in diverse, exciting projects. This relentless pursuit of knowledge and excellence is what fuels her journey at Lubrizol.

Shannon looks forward to expanding her horizons within the company, connecting with inspiring colleagues from around the globe, and exploring new and exciting places. She values the opportunity to collaborate with a diverse team, believing that different perspectives and ideas are key to innovation and growth. These interactions not only enrich her professional life but also contribute to her personal development.

Her aspirations are not limited to personal growth alone; she aims to make a significant impact on Lubrizol's success. Shannon envisions herself continuing to play a pivotal role in driving the company's marketing communications initiatives forward, contributing to its reputation as a leader in the industry. She is particularly passionate about sustainability and innovation, areas where she hopes to leave a lasting mark.

Ultimately, Shannon's goals are aligned with her desire to inspire others. She wants to be a role model for her peers and future generations, demonstrating that with hard work, passion, and a commitment to continuous

learning, one can achieve great things. Shannon's journey is a testament to the power of ambition and the endless possibilities that come with it.

#### Why she loves being in the industry

Shannon's love for the specialty chemistry and additives industry is fuelled by her passion for continuous learning and the dynamic nature of her work. One of the key reasons she thrives in this industry is the friendly and supportive community at Lubrizol. Colleagues are always willing to share their knowledge and lend a helping hand, fostering a collaborative environment where everyone can grow and succeed together. This supportive atmosphere not only makes her professional journey enjoyable but also enriches her personal development.

The ever-evolving landscape of specialty chemistry and the additives industry is another aspect that captivates Shannon. She enjoys the fact that no two days are the same, with each day bringing new challenges and opportunities. Lubrizol's vital role in various applications—from automotive and industrial solutions to personal care products—means that her work has a tangible impact on improving everyday life and advancing the modern world. This diversity keeps her engaged and motivated, as she knows her efforts contribute to meaningful advancements in multiple sectors.

Moreover, Shannon is passionate about the continuous learning and discovery that comes with being part of an innovative industry. The rapid pace of technological advancements and the constant push for sustainability and innovation provide her with ample opportunities to expand her knowledge and skills. She relishes the chance to work on cutting-edge projects, explore new technologies, and develop creative solutions that address pressing global challenges.

Shannon's enthusiasm for the industry is also driven by her desire to make a positive impact. Working at Lubrizol allows her to contribute to the development of sustainable and efficient products that benefit society and the environment. This alignment with her personal values makes her work even more fulfilling. These elements combine to create a career that is not only exciting and rewarding but also aligned with her aspirations to make a difference in the world.

#### Michelle Haslam,

Global Marketing Director



Jack is a dynamic and dedicated member of our team. He has consistently demonstrated talent, innovation, and leadership that surpass his years of experience.

#### Professional excellence and innovation

Jack joined our company as a Junior nine years ago, but his impact has been profound. His technical acumen and passion for the industry quickly became evident as he took on complex projects with ease. One of Jack's standout achievements has been his year on year growth in sales building up a portfolio of customers with revenues in excess of £7m as well as spearheading a project to increase the range of brands offered by the company. His innovative approach not only enhanced our product offerings but also strengthened our competitive edge in the market.

#### Leadership and team collaboration

Beyond his technical contributions, Jack has emerged as a natural leader. He consistently takes the initiative to mentor newer employees, helping them acclimate to the team and understand the intricacies of our industry. His ability to communicate complex technical concepts in an accessible manner has been instrumental in fostering a collaborative environment. Jack's leadership extends beyond his immediate team; he has been a driving force in cross-departmental projects, ensuring that our company's goals are met with efficiency and precision.

#### Commitment to professional development

Jack's commitment to his professional development is commendable. He actively seeks opportunities to expand his knowledge. His proactive attitude toward learning has not only benefited his own growth but has also brought new insights and innovations to our team. Jack's dedication to continuous improvement is a testament to his passion for the industry and his desire to contribute meaningfully to our company and the wider lubricants community.

#### Conclusion

In summary, Jack Gardner embodies the qualities of an exceptional young professional in the lubricants industry. His technical expertise, leadership, commitment to continuous learning, and dedication to industry make him an outstanding employee. We are confident that Jack will continue to make significant contributions to our company and the industry, and we strongly believe that he is deserving of this prestigious recognition.

Jack has an extraordinary gift for translating technical complexity into actionable insight, making him an essential bridge between departments and clients

His appetite for professional growth is relentless. Jack actively seeks out learning opportunities and applies fresh knowledge to enhance team performance and drive innovation. He's not just shaping his own path he's uplifting those around him and advancing the wider lubricants industry through his contributions.

As we spotlight the next generation in this Rising Stars issue, Jack Gardner exemplifies the qualities we need in tomorrow's leaders: skilled, curious, driven, and unafraid to challenge the status quo. His journey so far is impressive—but the most exciting thing is, he's only getting started.

#### Mike Byrne,

Sales Director

## Rising Stars 2025 Adam Griffiths

Strategic Sourcing and Sustainability Manager, R S Clare & Co Ltd

Adam joined the company in September 2022 from a role at Cheshire College South and West working as a Network Engineer.

Adam has been a remarkable asset to R S Clare & Co Ltd., playing a pivotal role in the successful implementation of our new ERP system and driving significant improvements in IT processes across the business. His technical acumen, innovative mindset, and unwavering commitment have not only optimised our operations but also set a new benchmark for

#### Successful ERP system implementation

Adam was instrumental in the implementation of our new ERP system, a project that has revolutionised the way our business operates. Despite the complexity and scale of the task, Adam demonstrated exceptional technical IT skills, helping to ensure that the system was delivered on time, within budget, and with minimal disruption to ongoing operations.

Project planning: From initial planning to final execution, Adam assisted with every aspect of the ERP implementation. They coordinated with cross-functional teams within the company, the ERP supplier, and stakeholders, ensuring seamless communication and collaboration.

Technical Expertise: Leveraging their deep understanding of IT systems, Adam customised the ERP solution to meet our specific business needs, ensuring it was scalable, user-friendly, and aligned with our strategic objectives.

Training and Support: Understanding the importance of user adoption, Adam delivered comprehensive training to individuals and provided ongoing support to staff, significantly reducing the learning curve, and ensuring the system's effective use across the organisation. To achieve this Adam, spent extensive time, both in work and in his spare time to understand the new ERP system and how this could and should be moulded to the business processes and functions.

#### **Process improvement and innovation**

Beyond the ERP implementation, Adam has been a catalyst for continuous improvement in IT processes throughout the business. Their proactive approach has led to significant enhancements in efficiency, security, and productivity.

Automation of Routine Tasks: By identifying and automating routine IT tasks, Adam has freed up valuable time for the IT team, allowing them to focus on more strategic initiatives.

Improved IT Security: Recognising the growing importance of cybersecurity, Adam implemented a series of robust security protocols and practices. This reduced the risk of data breaches, ensured compliance with industry standards and helped us to achieve Cyber Essential Plus accreditation.

IT Support: Adam is the main IT support for all users. Adam is responsible for IT network management, developing and rolling out cloud-based infrastructure including Onedrive and Sharepoint.

#### Leadership and teamwork

Despite being relatively early in their career, Adam has consistently demonstrated leadership qualities that inspire those around them. They are a natural collaborator, always willing to share knowledge and support colleagues in achieving their goals.

Cross-Department Collaboration: Recognizing that IT is integral to all business functions, Adam has fostered strong relationships with other departments, ensuring that IT initiatives are aligned with broader business obiectives.

#### Impact on the business

The contributions of Adam have had a profound impact on R S Clare & Co. Ltd. The successful ERP implementation has streamlined operations, improved data accuracy, and provided real-time insights that are critical to decision-making. The process improvements they have introduced have not only enhanced efficiency but also positioned the company for future

In recognition of these achievements, Adam has been commended by senior management and is viewed as a rising star within the organisation. Their work has not only delivered tangible business results but has also laid the foundation for continued innovation and success.

#### Conclusion

Adam's technical expertise, innovative mindset, and collaborative approach have made a significant impact on our business, and we are confident that they will continue to achieve great things in the future. It is for these reasons that we believe that Adam is deserving of being spotlighted in this special issue of Lube Magazine.

#### Elaine Littlewood,

Sustainability and Improvement Manager



Daniel is a key, knowledgeable support to suppliers and customers who struggled with emerging topics within the UK lubricants market such as UK REACH and product preferential origin rules. He was pivotal to the maintenance of the company's operations during the implementation of Brexit, ensuring regular communication and co-ordination with IMCDs Supply Chain team. By proactively taking decisions at a local market level. Daniel embodies IMCD's value of Freedom to Act.

Daniel is highly motivated, demonstrates great team working, and is well liked and respected with both colleagues and external customers and suppliers. His colleagues describe him as 'working above and beyond' in areas such as technical, commercial, quality and logistics. He demonstrated great problem solving during the COVID-19 pandemic by ensuring customers could keep their production running; for example, he introduced base oils with alternative alpha olefin feedstock to alleviate supply chain pressures.

Daniel works proactively by bringing specific, targeted market information to customers and suppliers so that they can make informed decisions on their production runs. This results in the development of integrity and trust between Daniel and his suppliers. Daniel takes responsibility to ensure tasks are completed, resulting in partnerships that are able to flourish.

Daniel is a core part of the team that integrated Orange Chemicals into IMCD UK, managing the integration of new LSPs (Logistic Service Providers), suppliers, customers, colleagues, and products into IMCD. He worked effectively to find solutions to challenges and developed new practices to evolve the business. He has enjoyed the challenge of integrating a new product portfolio that he can promote into the marketplace, such as a range of new green solvents. He continues to manage this portion of the business, providing an even more comprehensive service to the UK Lubricants market.

Daniel works closely with colleagues across Europe to understand their lubricants' markets, as well as sharing the innovative ideas of UK-based formulators. He highlighted to European colleagues the use of Polyisobutene in the manufacture of specialist adhesives in human and animal medicine. This approach to work allows Daniel to appreciate what

makes the UK market so unique as well as keeping up to date with innovations that can be applied within

Daniel is a champion for IMCD's CRM (Customer Relationship Management) system and a member of the support team. He provides training to UK colleagues on best practices. He supports gueries from teams, ensuring that colleagues can perform their daily duties with efficiency and precision.

Daniel enjoys project-based work as well as the day-to-day activities. He works closely with the supply chain team to pursue opportunities for process optimisation. He explores product repacking in the UK and holds supply chain route reviews to ensure a sustainable and optimal approach to chemical distribution. He also engages regularly with the stock team to ensure the objectives of the business, such as financial discipline, are met as well as providing a high-quality service to IMCD's customers and suppliers.

Daniel has proactively learned on the job. Having not come from a chemical background, he has progressed into increasingly senior roles thanks to his performance and ambition, whilst remaining a key team player and supporting colleagues. Daniel regularly takes the opportunity to further his personal development. He attended the UKLA's RAF Spring Lunch 2023 to understand more about pertinent HSEQ topics within the industry. Here, he listened to and learnt from members of the committee from independent formulators to leaders of the UKLA. He has engaged in internal product management masterclasses to explore unfamiliar products in IMCD's portfolio to market within the Lubricants sector. He has attended commercial training to promote the added value that IMCD brings as a UK-based distributor, as well as courses provided by a 3rd party (Diadem) to develop his presenting and public-speaking skills.

#### Amir Mansoor,

Market Manager - Lubricants & Energy

Rising Stars 2025

## Rebecca Hodge

Process Technologist, Infineum UK Ltd

Infineum is a speciality chemicals company that places customers at our core and has a purpose to create a sustainable future through innovative chemistry. As a company, safety is Infineum's number one priority in all parts of their operations. Over the past year, Rebecca Hodge is a blooming colleague who has worked hard to embody this and helped Infineum towards their goals while developing herself with great personal and professional success.



This project that worked with Infineum's Complexity Optimisation and Heavy-Duty Diesel teams had the aim of creating a streamlined product that could help Infineum to be more cost-effective. "I was surprised to see such a young colleague being given this level of responsibility, but Rebecca truly excelled and worked hard on the project to ensure it was a success," Giuseppe Caire, her leader.

As the MFT contact for this project, Rebecca held the key responsibility of overseeing the creation of six product batches that amounted to multiple tonnes of final product. She helped lead the plant trial, focusing on ensuring high product quality, and spent two weeks based at Infineum's US plant during the process. This experience helped her to develop her leadership skills in an engaged and hands on manner. The success of this project demonstrates how Rebecca worked at level of skill and leadership well above what was expected of someone at her level.

Rebecca's time in this project allowed her to demonstrate multiple skills including problem solving. She had to deal with last minute issues involving some low-quality raw materials and was able to work around and rectify these last minutes issues to deliver a successful plant trial. "Working with Rebecca on this project was incredibly rewarding. She approaches things in a very mature way, she owned and led her project delivering fantastic results for us and our customers. She truly exceeded my expectations". John Englishman, project Lead.

Rebecca has an additional role in which she helps to run and operate Infineum UK's risk assessments that involve hazardous operations. Her area of responsibility covers areas such as pilot blends, and other of the highest-risk operations. She helps to steward risk assessments for these areas and presents and provides training on the assessments to other colleagues. She also ensures that Infineum UK's high-risk register is easily accessible and digestible by colleagues. This role demonstrates her extraordinary commitment to safety that helps to ensure that nobody gets hurt while working for Infineum. She is very proud of this role as it is integral to Infineum's Operational Integrity Management System (OIMS) which ensures that everyone stays safe and Infineum maintains its licence to operate.

Rebecca has also taken on responsibilities in

Innovation projects, a key part of delivering Infineum's vision to become a sustainable world-class specialty chemicals company. She has worked in the Emulsion Explosives Team which she joined just after Infineum acquired this business and helped to embed this first-time project into Infineum's systems. This involved aligning the project with existing frameworks, while planning for eventual growth in this sector.

Rebecca's responsibilities in this project included running plant trials ensuring that customers are at the heart of the decisions and projects. This involved ensuring the project operated on a timeframe that met customer needs, creating commercial samples that were safe and of a high quality while also managing risk. During this time, Rebecca displayed her ability to work flexibly, taking a customer focused view of her projects, and demonstrating her ability to adapt to customer needs while also maintaining the quality of Infineum's products. "Rebecca really thrived in the last year and demonstrated her commitment to putting Infineum's customers first, working on difficult and tight schedules to ensure timeframes and customer needs were met," Giuseppe Caire.

Over the past year Rebecca has worked beyond expectations on multiple occasions, taken on levels of responsibility that were beyond her experience and delivered great results. Through these projects and new roles, she has also developed her communication and influencing skills, and has grown her self-confidence. She has proactively taken this newly increased confidence and knowledge and used it to help others and has become an appraising leader who helps coach new colleagues. "Rebecca has been a great help to me personally, providing me with advice and confidence and supporting me on my own Infineum journey," Giuseppe Caire.

Overall, in the past year Rebecca has taken on personal development and leadership roles beyond expectations and helped Infineum to focus on a more customer centric culture and on keeping everyone safe. Rebecca is an outstanding early career colleague, her achievements have empowered her, and her impact across the business include innovation, plant trials and risk assessments.

#### Sinéad Adamski,

Executive Sales Director

## Rising Stars 2025 Hannah Holmes

#### Customer Technical Services Specialist, Afton Chemical

Hannah Holmes is part of a team focused on solving lubrication challenges for customers across Central Europe, she feels there's something special about the lubricant industry. Although its roots in oil can carry negative connotations for some young people, this 31-yearold takes the opposite view and believes in influencing the industry from the inside. A keen walker and south coast paddleboarder who spends much of her downtime appreciating nature, Hannah knows her professional expertise makes a truly positive impact when contributing to additive solutions that reduce emissions, extend equipment life and support environmental, social, and governance goals.

#### A flying start

Fortunate to be part of a STEM-loving friendship group at secondary school, Hannah always felt confident pursuing her love of science. After earning her Master of Chemistry from Loughborough University, she was keen to find a hands-on technical role.

By chance, her first job as an analytical chemist was with a local company that specialised in used oil analysis, helping aviation clients detect wear contamination and degradation in lubricant samples before expensive hardware could incur damage. Despite having no particular ambition to work in the lubricant industry, Hannah quickly came to appreciate the essential role that lubricants play in preventing failure and extending the life of critical equipment.

Broadening her fluid, additive and testing knowledge also benefited one of Hannah's hobbies – travelling the country with her husband and their 1932 Ford Model B Roadster for the thrill of competing in American hot-rod racing. Connecting the dots between mechanical systems and chemistry ignited a slow-burning passion for lubricant solutions.

#### Formulating a plan

Progression options in such a small company were limited so in 2017, when a recruiter suggested an opportunity in the engine oils laboratory team at Afton Chemical, she didn't hesitate. Looking back, Hannah describes it as a pivotal moment in her career. With its commitment to innovation, quality and sustainability, Afton seemed to be an exciting and fulfilling place to work. Reality did not disappoint.

Four years were spent blending engine oils, collaborating closely with the R&D and Customer Technical Services (CTS) teams to oversee testing programmes. As well as teaching the fundamentals of formulation, the role offered teasing insights into the varied challenges of complex, business-critical development projects.

#### **Building a network**

Her appreciation of commercial considerations grew rapidly alongside her technical expertise but what impressed Hannah the most – then and now – was the approach of her colleagues in the Technical, Sales, and Marketing teams. The sense of teamwork across all departments was incredible and the company's culture of collaboration, knowledge sharing, and professional growth not only supported Hannah's role but helped clarify her next career steps.

Alongside the hands-on engine oil laboratory work, Afton encouraged exploration in new areas. Hannah has even worked with software developers to build and implement a new application to make the technical data from her team much more accessible to formulators.

The CTS team, many of them from similar technical backgrounds, provided great coaching and mentoring that extended Hannah's involvement with broader projects. She feels indebted to all her colleagues, especially Charlotte Edwards, for involving her in debating the commercial merits of projects and understanding customer needs.

#### **Driven by customers**

A self-confessed introvert, Hannah found herself increasingly drawn to the 'why' and 'how' of additive development and implementation but was daunted at the prospect of becoming customer-facing. Buoyed by continued exposure to the wider business, the lure of diversity and excitement won out over nerves, and she joined the driveline CTS team in 2021. Now office-based, Hannah applies her technical skills to help customers derive maximum benefit from Afton's range of additives for Axle, Manual and Automatic Transmissions, Off-road and eMobility fluids. Working closely with the Sales team, she relishes translating complex chemistries into practical, relatable benefits for end users. That might be digging into legacy technologies to answer applicationrelated questions, running detailed investigations and root cause analyses to get to the bottom of urgent issues, or innovating to solve customer challenges. Surrounded by talented colleagues and with access to extensive test capabilities, developing solutions that deliver real-world benefits is truly rewarding.

Outside of work, Hannah is inspired by the history and creativity of 1940s and 50s fashion, collecting examples and styling them with a modern twist. This is somewhat echoed in how she approaches lubricant technologies, seeking to understand and update chemistries in line with current and future needs, ensuring they remain fresh and relevant.

#### **Positive impact**

Leading projects with R&D and commercial colleagues, contributing to Afton's innovations in lower viscosity lubricants and longer drain intervals means Hannah gets to shape future technologies within this dynamic industry by balancing performance against ever-changing REACH regulations and sustainability goals.

Hannah's proudest achievement to date has been developing additive technology for innovative new OEM tractor transmission hardware. Expanding its scope of use required extensive collaboration and a rigorous testing programme to ensure the product met challenging performance expectations. Gaining approval, then further approvals from multiple OEMs, followed by a successful market roll out, was intensely satisfying.

Another aspect of her current role that proved unexpectedly enjoyable is representing Afton Chemical at global trade shows and conferences. Hannah revels in the wide-ranging technical discussions with industry professionals, OEMs, customers and colleagues about lubrication technology, sustainability and electrification. Attending Lubricant Expo Europe in September 2024 was a highlight, challenging her to apply her technical expertise through a strategic, customer-oriented lens.

#### Beyond the present

Opportunities abound to drive innovations that positively support the environment, whether enabling longer oil drain intervals, improving fuel economy and equipment life, meeting the challenges of electrified vehicles or developing sustainable solutions. Still a relatively new member of the CTS team, Hannah sees plenty of opportunity for progression within her role and potentially into management.

Keen to continue growing her knowledge and expertise, Hannah is also actively looking to share this with the latest cohort of graduates at Afton. By supporting their personal and professional development in turn, she hopes they too will find their passion within the lubricant industry and become part of the next generation of rising stars.

**David Thompson**, Senior CTS Manager

Rising Stars 2025

## Krishna Kankanalapalli

Senior Consultant, Kline + Company

As the energy industry continues to evolve, new talents emerge who shape its future and drive innovation. One such rising star is Krishna Kankanalapalli, a Senior Consultant in the Energy Practice at Kline and Company, who has spent his first year with Kline working on projects that drive sustainability and digitalisation within the lubricants industry. But Krishna's route into the downstream world of lubricants originally began further upstream, as a Mechanical Engineer in the Oil & Gas industry.

Krishna's lubricants career started originally further upstream, as a Mechanical Engineer in the North Sea, working in the Oil & Gas Industry. He was involved in designing drilling tools and high-performance polymer seals that prevented oil spills and reduced wastage in oil recovery. This experience gave him a strong technical foundation and a deep appreciation for the complexities of the energy sector. The experience

was rewarding, not least because it was here that he successfully designed, tested and sent to market three design patents which he is proud to say are still upheld and bear the company (Rubberatkins) name.

He went on to complete an MBA at Imperial College (on a scholarship), where he was fortunate to be mentored by Google's UK Chief Marketing Officer.



Having gained significant leadership skills during his mentorship, the time felt right for him to transition from a technical to a more commercial role and he began working for companies in the mobility sector, including Nissan and Ricardo Plc. Throughout this time, he developed invaluable perspectives on the trends shaping the mobility and energy sectors and was able to leverage these insights to advise the C-Suite leadership on innovations and changes taking place around battery technologies, hydrogen fuel cells, as well as decarbonisation efforts in railways and power generation industries.

Krishna was always keen to understand the wider energy industry ecosystem and how trends around digitalisation, sustainability, and supply chain diversification were reshaping the industry. As his career progressed from working for various Oil & Gas engineering firms, to working at automotive OEMs like Nissan, and Tier 1 suppliers to the mobility sector such as Ricardo Plc, his experiences and perspective shifted – he felt better equipped to navigate the ever-evolving landscape of the energy sector. He wanted the next step in his career to focus on a product/technology that is used across the energy and mobility industries (where he had honed his experience) and lubricants was the answer.

Although lubricants are a very niche part of the energy sector, their applications vary across a diverse set of industries (old and new). To become an expert requires a deep understanding of all these industries and applications – power generation lubricants, wind turbine oils, low viscosity/synthetic lubricants for automotive applications, as well as hydraulic oils used in the mining sector, to name a few. Future growth of the industry lies in making lubricants that improve efficiency and reduce wasteful emissions while also developing lubricant fluids that support the growth in sustainable solutions.

Krishna has always enjoyed the challenge of learning and enhancing his knowledge and expertise, so Kline seemed the perfect next step in his career path. As a Senior Consultant in the Energy Practice, he is gaining in-depth knowledge and understanding of several sectors across all geographies – from mining in South America to EV penetration in the EU passenger car market, to manufacturing and power generation trends in Asia. Lubricants are a critical component in all these applications.

Kline is a respected and trusted advisory firm established for over 65 years with many of its industry experts ready to impart their knowledge and pass on their expertise to younger, hungry minds. The collaborative environment there fosters continuous learning and growth, which is immensely motivating and essential in an industry that is transforming itself to meet the changing demands and needs of its

Krishna is particularly excited about the chance to work on projects that drive sustainability and digitalisation in the energy sector. These are areas where he believes a substantial impact can be made, and he is eager to be at the forefront of these initiatives. It is also the perfect platform for his passion for problem solving – he has always wanted a career where he can work with senior leaders on a diverse range of issues to formulate solutions that have long-term positive impact.

One of the highlights of Krishna's career was designing tools that significantly reduced oil spillage, contributing to environmental protection - and knowing that his patents are still upheld today is very rewarding. At Kline, he is part of the team driving strategic projects that influence key industry players and drive positive change. This has been incredibly rewarding so far; he is able to apply the knowledge and understanding gained from his career path in the upstream sector and leverage this to make a real difference downstream. It is exciting to know that he is part of a company where their insights and expertise are helping to benefit clients and propel industry in a positive way.

Looking ahead, Krishna hopes to embark on an industry-funded PhD that supports research into the role lubricants can play in industrial decarbonisation. He would also like to develop his role from one where he is learning from the experts, to one where he is supporting, teaching, and guiding the new talented entrants to the business. Succession planning and talent retention are key issues impacting the energy sector and lubricants industry, and whilst Krishna has been fortunate to see a natural progression in his career trajectory, it would be rewarding to follow that through for the next rising stars in the industry.

#### Andrianne Philippou,

Energy Team Coordinator



Ajay holds a robust academic and professional background, characterised by his involvement in mentoring students and aspirants. This initiative emphasises career guidance, academic support, skill development, personal growth, and networking opportunities—all crucial elements for empowering young minds to achieve their full potential. This aspect of his professional journey highlights his technical acumen and his dedication to community development and education.

#### **Experience and expertise**

Ajay's professional journey is a testament to his multifaceted expertise across various domains of engineering. At Minimac Systems Pvt. Ltd., Ajay's role encompasses Research & Development (R&D), Technical Service, Operation & Maintenance, and Project Management. His technical proficiency extends to lubrication reliability, system installation and commissioning, troubleshooting, and technical analysis. Ajay plays a pivotal role in reviewing technical documents, analysing projects, and planning technical strategies, thereby contributing significantly to the company's success.

Ajay has demonstrated a deep knowledge of physics, showcasing his ability to synthesize complex ideas into practical solutions. This, combined with continuous learning and problem-solving acumen, underscores his capability to drive innovation in technical fields.

#### Innovation and contribution

One of Ajay's most notable achievements is the development of the Minimac Portable Particle Counter. This cutting-edge device, featuring the MPC 4.0 model with a laser sensor and the MPC 3.0 model with an LED sensor, has set new benchmarks in the industry.

Designed for high performance under demanding conditions, these systems are tested up to 420 bar and 400 cst, making them suitable for both mineral oil and synthetic fluid (FRF) applications.

The incorporation of state-of-the-art technology, including Wi-Fi, SIM card integration, and data server capabilities, facilitates seamless data synchronization, continuous monitoring, and real-time alert generation. This innovation greatly enhances reliability and efficiency, reflecting Ajay's forward-thinking approach and technical ingenuity.

Moreover, Ajay developed the Minimac Bottle Sampler Unit, a testament to his innovative spirit. This unit, operating between 0 to 7 bar and using a test viscosity of 680, effectively manages both mineral and synthetic fluids.

Such innovations not only elevate Minimac's product offerings but also underscore Ajay's ability to pioneer solutions that address real-world challenges in lubrication and oil analysis.

Ajay's contribution extends beyond technical innovation. His role as a mentor and trainer in various professional settings highlights his dedication to fostering a culture of learning and development.

He actively engages in training sessions on fundamental and advanced concepts of lubrication, fluid mechanics, heat transfer, and project management. Ajay's involvement in projects across major power plants like NTPC and Adani Power further illustrates his leadership skills and the trust organisations place in his technical and project management capabilities.

#### Conclusion

Ajay Kumar stands out as a rising star in the lubrication industry, not merely due to his technical achievements but also because of his unwavering commitment to innovation, mentorship, and professional excellence.

His work at Minimac Systems Pvt. Ltd. and beyond showcases a rare blend of technical mastery and a passion for empowering others, making him a worthy addition for the Rising Stars 2025 special issue of Lube Magazine. Under 35, Ajay exemplifies the qualities that define future leaders in the industry—creativity, leadership, and a deep-seated drive to affect positive change. His story is one of ambition, dedication, and an enduring pursuit of excellence.

#### Anushtup Ghosh,

Asst. Manager Brand & Media



Guy Lloyd joined Morris Lubricants in November 2021 having graduated from the University of Lincoln with a First-Class Honours Degree in business and management. Initially he started as a Technical Advisor and worked in the Company's Technical Department for just over six months before joining the Export Sales Department.

Working within a technical environment helped Guy to develop his knowledge of the customer requirements for the automotive, commercial vehicle and agricultural sectors. He also quickly gained a comprehensive insight into the overall complexities of the lubricants industry. Since becoming a member of the Export Team, Guy has been included in the Company's commercial graduate programme. In completing this programme, he has gained a broader range of responsibilities and was recently promoted to International Business Manager in recognition of his efforts.

One of Morris Lubricants' prime business objectives is to constantly increase its global presence. Over the past 12 months, Guy has been committed to this objective and has worked directly with many of the company's European distributors to attract additional sales growth. By collecting relevant commercial information, analysing market data and introducing sales and marketing initiatives (in conjunction with his marketing colleagues), Guy has been able to increase the awareness of the Morris Lubricants' brand in various export markets. This has included the development of a series of branded advertising banners translated into the appropriate language for the new resellers and existing clients.

Guy has not been restricted to contacting customers by phone, email or video call. Recently he got his passport out, crossed several borders and went about meeting people face to face. As highlighted by Guy, "Getting to actually see and speak to our customers in real life has been great. During our visits we are able to physically see the operations and make suggestions for further support going-forward. We see our customers as business partners and actively work with them to develop their business."

As a result of this activity, Guy has gained significant business, in new territories and key strategic regions across the globe. Guy's efforts are not limited to new business, as during the last 12 months he has gained additional sales from existing customers.

One topic of interest for Guy during his university years, was sustainability and the ability to minimise wastage within a business environment. He has continued this interest by joining the "Eco Warriors" team at Morris Lubricants. His personal target as a team member was to substantially reduce office waste. In the Export Department alone Guy has been responsible for lowering paper wastage by around 20% and has worked with the cross-departmental taskforce to push for more recycling across the organisation.

Guy takes his sales role seriously and understands the need to actively take on continuous training to enhance his personal development. He has undertaken several Shropshire Chamber of Commerce training courses with topics such as Commodity Codes, Incoterms, and Preferential Rules of Origin for International Trade. These are essential for meeting the stringent demands of an ever competitive and commercially demanding global market.

He has maintained an active interest in the technical side of the lubricants industry and completed the Lubrizol Fundamentals training course as well as the UKLA Certificate of Lubricant Competence, where he achieved a distinction. One of Guy's proudest achievements in 2024 was successfully completing and passing his Sales Executive Level 4 apprenticeship.

Guy is a great communicator and has excellent listening skills, these being key requirements when corresponding with customers and prospects where English is not their first language. When problem solving, he is tenacious in nature, yet he is able to put anyone at ease to help get the task completed. Guy's journey from graduate to a highly valued member of the team proves how a genuine interest in the lubricants industry and improving his skills can reap rewards, not only for him personally, but for the company and its clients.

#### Jason Vigrass,

Group Marketing Manager

## Rising Stars 2025 William Mancini

Application, Engineer, Fuchs Lubricants (UK)

Will joined Fuchs on our degree apprenticeship program and alongside his contribution to our business has this year achieved First Class BEng (Hons) with Aston University. His commitment to learning, his product knowledge and passion for engineering and lubrication was evident from the start and throughout his work with us so far through his involvement in reliability and engineering projects with our customers.



This allowed rapid changes to test conditions while keeping researchers safe from dust inhalation.

Following the creation of this test cabinet, four distinct dust suppression products were developed, each offering precise levels of suppression tailored to meet varying customer requirements. The central aim was promoting environmental sustainability, and safeguarding workers' health to reduce the prevalence of silicosis in industry. These high-performance products have surpassed the efficacy of the original product.

#### Survey coordination - waste energy in pneumatic and hydraulic systems

Sustainability is at the heart of reliability and a coordinated shift towards environmentally conscious practice is at the forefront of industry. Will has been pivotal in moving customers towards biodegradable alternatives.

Energy logging trials led by him revealed a reduced energy consumption in large hydraulic presses by up to 4%. Additionally, air leak surveys have yielded huge reductions in wasted energy and given large monetary savings.

#### Innovative contributions

One of Will's standout qualities is his ability to innovate. For example, Bottle Unscrambling Machine Material Upgrade Project. This innovation not only addressed a critical challenge but also set a new benchmark.

Increased demand for Small Pack products and outdated equipment resulted in frequent jams, crushes, and misfeeds leading to reduced throughput and wasted material.

Will employed Six Sigma and Lean Manufacturing methodologies to address these challenges. Upgrades to the unscrambler and filling line components were made to reduce friction, improve orientation accuracy, and enhance overall performance.

Material selection played a crucial role in redesigning components, with a transition from 7075 aluminium to AISI 302 Stainless Steel and the use of ceramic inserts. These changes significantly improved performance, eliminated bottle crushes, and enhanced thermal insulation.

Substantial annual savings and a short Return On Investment (ROI) period. Each batch has an increased throughput of 6556 bottles leading to an increased profitability of £57,102.76 from the additional capacity. The lost time has gone down from 71 minutes per batch to 19 minutes due to a huge reduction in defects that additionally saves £33.76 per batch through a reduction in in waste.

This initiative solution underscores the importance of continuous improvement and operational excellence in maintaining a competitive edge in the lubricants manufacturing industry.

#### **Leadership and teamwork**

Will is not only a brilliant engineer but also a natural leader and team player. He has led teams on multiple projects, demonstrating his ability to inspire and motivate colleagues. He consistently fosters a collaborative environment, ensuring that all team members are valued, and their contributions recognised.

#### Commitment to professional development

Will is dedicated to professional growth and the advancement of the engineering field. He actively participates in professional organisations such as his recent acceptance onto the Rail Safety Standards Board, attends conferences, and contributes to our industry publications. Additionally, he has completed ICML MLE certification showcasing his commitment to staying at the forefront of engineering/reliability advancements.

#### **Community involvement**

Beyond his professional achievements, Will is committed to giving back to the community, he is a volunteer for the Wildlife Trust and Congleton Youth Orchestra, helping develop young musicians in his role as the brass assistant, demonstrating a strong sense of social responsibility and a desire to make a positive impact.

#### Interests

Will is dedicated to achieving any task he undertakes. As demonstrated by his ongoing involvement in two musical ensembles. Playing the trumpet, trombone, and euphonium and having achieved Grade 8 (ABRSM), highlights the necessity of self-discipline.

#### Susanne McClurg,

FUCHS UK Careers Department

# Rising Stars 2025 Ellis Mutter

#### Technologist, Infineum UK Ltd

Infineum is a speciality chemicals company with customers at our core and a purpose to create a sustainable future through innovative chemistry. Ellis Mutter is a colleague who embodies these values and works beyond expectations to great personal and professional success.

Ellis Mutter's career at Infineum began in 2019 when they spent a year as an industry placement student as part of their Mchem degree from the University of Reading. This placement year involved working on projects analysing fuel in sludge engine tests and cleanliness performances. Their impressive attitude and achievements meant that they were asked by Infineum to return after they had completed their degree programme, with Infineum wanting to foster their talent and innovation.

Since joining as a full-time employee in 2021 they have progressed rapidly from the position of Associate Chemist up three levels of internal promotion to the role of Senior Chemist, a position they moved into last year. This rapid career progression is testament to their sustained contribution beyond what was expected of them. Their "contribution to technical discussion was at a level far above and beyond the expected level. Ellis used his ingenuity to piece together data from early testing into a format that simplified the results via colour coding across the performance range and presented it in meetings: something I think is

#### Matt Irving,

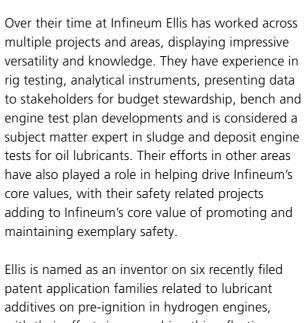
promotion".

Chief Scientist America's, Innovation and Technology

purely his idea. This was Ellis

already working at a senior

chemist level before their



with their efforts in researching this reflecting their commitment to working towards Infineum's aim of creating a more sustainable future through innovative chemistry.

They have also authored eight internal technical reports on their work, led and executed design experiments that screened ten novel dispersants for bench and engine performance, three of which were taken to development.

Ellis' impressive achievements and attitude to work has been noted by Infineum internally, with Ellis receiving eight different Thank You Awards (Internal monetary awards for going above and outstanding) internal audit ratings for two years in a row. This is due to Ellis' personal commitment and efforts to improve themselves, having voluntarily undertaken three personal effectiveness courses to improve their leadership and further their personal development. This displays Ellis' personal responsibility for the development of their career, taking initiative to improve for themselves and their colleagues.

Ellis has been consistently working at a level beyond what is expected, and this has been noticed and praised by senior colleagues. The project leader in an alternative fuels project found that "Ellis made my life easier by taking large, ambiguous tasks, involving the right people and working with them to deliver value to the project. Their level of ownership and autonomy gave me space to focus with the confidence that work was in safe hands with Ellis. They had gone above and beyond to not only deliver against his high and changing workload, but in

UKLUA

Young Employee of the Year

2024

Ellis Mutter

places has made an impact much greater than his experience and relative position would expect," Tom Featherstone, Team Leader. This testimony displays Ellis' achievements and commitment in Infineum's values of accountability and personal responsibility. In the last year Ellis has also taken on further responsibility, recently having taken ownership of maintaining a relationship with an innovation partner for an internal and external tool concerned with colleague engagement. Ellis is the acting manager and point of contact for this innovation partner, and this role displays Ellis's important role in displaying Infineum's core capabilities of innovation and collaboration in line with our CARE's values.

Over the past year Ellis had "given a very strong performance in all areas. He has contributed to technical discussion and workstream ownership at a level far above and beyond his expected level. He's been able to anticipate project leader needs with solutions ahead of time, has gone away on his own to talk to different functions on behalf of the project and has contributed well to both Technical and Stakeholder meetings that have influenced senior levels of the company. Ellis has also been involved in deep dive budget management, normally a project leader responsibility."

#### Tim Clitherow,

Lab Group Leader

Ellis has displayed above expected efforts in technical ability, data processing and interpretation, and impressive levels of communication and simple presentation of complex data. They have taken on voluntary responsibilities, such as budget management to relive pressure on other colleagues and team members. "If it had not been for Ellis' smart and agile working style, we would not be delivering more than we promised, a key performance indicator, in one year's time which it typically would have taken at least one and a half years if not longer."

#### Sinéad Adamski.

Executive Sales Director

Image: Ellis won the UKLA Young Employee of the Year Award



# Lubricants industry Rising Stars 2025 Lube

SPECIAL ISSUE 2025

