



William R. Downey Jr. is the Senior Vice President, Business Development for Novvi LLC. In this role, he is responsible for the market and business development activities at Novvi, reaching across OEMs, major oil companies and key independents, as well as distributors. He has used Novvi's technology platform, in combination with his deep lubricants industry expertise, global contacts, and strategic insights to target, process, and close customers, together with the CEO and the rest of the Business Development team. He recently led, working directly for the CEO, the due diligence efforts for recent strategic investors in Novvi, including partner approach, strategic rationale, and detailed case building, which has now led to two closed investments.

Prior to joining Novvi, Bill was a Partner at Roland Berger Strategy Consultants LLC, based in its New York and Boston offices. Bill was a member of the Global Oil & Chemicals Competency Center, as well as a member of its North American Management Team.

Prior to joining Roland Berger, Bill Downey was Senior Vice President and Head of the Global Energy Practice at Kline & Company, a leading downstream petroleum and lubricants consultancy. He started his career in the lubricants business during an eight-year tenure with the Royal Dutch Shell/ Group of Companies, in technology, lubricants, base oils and additives. For part of that eight years, he was seconded to Shell Additives, one of the predecessor companies of Infineum. Across all of his endeavors, he has more than 35 years of experience in the petroleum and chemical industry and is recognized as an expert in the lubricants, wax, and petroleum specialties value chains.

Bill has gained deep industry knowledge in selected other petroleum industry segments, including commercial fuel segments such as marine and aviation as well as waxes and agricultural chemicals. His functional experience includes business unit strategy, B2B industrial sales and distribution channels, M&A strategy and technology management as well as pricing, pricing management and sales force development. He has started one company, has had over four years' experience with a second start-up, and has worked for and consulted with some of the largest corporate entities in the world.

He has been a frequent speaker at important industry and trade association meetings. He has addressed and moderated ICIS Conferences in London, Dubai, New York, Jersey City, NJ, Sao Paulo and Seoul. He is proud to have moderated or co-moderated each of the first thirteen ICIS Middle Eastern Base Oils & Lubricants conferences in Dubai, UAE.

He has addressed the National Petroleum Refiners Association (NPRA) numerous times and its successor organization, American Fuel and Petrochemical Manufacturers (AFPM). He has served as a committee chairman and has addressed the Independent Lubricant Manufacturers Association (ILMA) as well as delivering papers at the annual congress of UEIL, which is the European independent lubricant manufacturers association. He has also delivered papers to and addressed numbers of internal meetings, training sessions and customer forums in the finished lubricants, base oils and additives business. He has also been a by-lined contributor to and interviewee in numbers trade association's magazines and journals, including *Lube Report*, *Lubes 'N Greases*, *Lubes 'N Greases EAME* to name just three.

Bill studied chemistry at Rutgers College in New Brunswick, New Jersey (USA) and holds an MBA from Rutgers Business School in Newark, NJ (USA). He lives in West Caldwell, New Jersey (USA) with his wife Nancy and they together have three sons. He is a Trustee of the Caldwell Public Library Foundation, an active Scouter, and on the Board of the Rutgers Business School Alumni Association, where he has recently served on the event committee to celebrate the 250th Anniversary of the chartering of Rutgers University.