

Influential, dynamic, high-agency market maker with broad experience combining entrepreneurial / intrapreneurial dexterity devising innovative sector-focused and technology-driven strategy, program architecture and deployment for some of the world's largest and most consequential multinationals. Sustainable business transformation and programmatic enhancements for Fortune 50s, technology leaders, and white-glove consultancies. Substantive experience innovating solutions defining new business value through customer-centric collaborations and partnerships. Deft in business development, opportunity mining, market and client engagement, agile sales team leadership, pricing, and negotiations, in both enterprise and startup environments. Co-author of "Boom! Deciphering Innovation: How Disruption Drives Companies to Transform or Die."

*"Lisa Hendrickson is what organizations need today. A passionate, brilliant and actionable business leader who has a 21<sup>st</sup> century mindset of seeing opportunities and deriving results."* – Ayelet Baron, Former VP of Strategy, Innovation and Transformation, Cisco CA

#### *Work History*

S&P Global Sustainable1

#### **Global Head of Partnerships**

July 2024 – Present

*Commercial Strategy, Partnerships and Sales Innovation*

Work with firm's most important multinationals to unlock unique business value through partnerships leveraging a one-to-many strategy driving direct and indirect revenue through new channels and established sales programs. Develop and implement newly minted global commercial partnership strategies across the commercial book of business to mine opportunities for value creation through partnerships and other longer-term and complex strategies to transform corporate relationships from 'vendor' to 'trusted partner' positioning.

- Globally align business units and regional sales teams behind a unified partnership strategy for consistency deploying a programmatic approach for partnerships and channel strategy.
- Devised, and launched strategic partnership framework and strategic sales program through client journey mapping from market and needs analysis through GTM, sales and service delivery.
- Whitespace innovation composing new thematically oriented product pairings to divining an amalgam of data for new uses responding to client needs and requests.
- Authored executive briefs for ExCo and OpCo for executive board and C-suite meetings with S&P's most important clients.
- Persona focus: Board members, executive suite, investor relations, enterprise risk management, procurement and supply chain, office of sustainability, strategy and M&A, market and business development, PPA and energy professionals.

#### *Key Accomplishments*

- Japanese Energy Leader proposal for cross-divisional data and analytics services (\$2.4m value).
- Awarded 2024 H1 Leadership Award, October 2024.
- LLM / GenAI Business Practitioner Certification, S&P Global, November 2024.
- WINS PRG Inaugural Mentorship Program, Mentor, Q4

#### **Head of North American Corporates**

February 2023 – July 2024

*Commercial Strategy, Partnerships and Team Leader*

Working with some of the world's largest and most consequential companies to empower their sustainability goals through data and analytics such that they can make informed decisions on their journey to the low carbon economy.

- Strategically managing and engaging with the North American Corporate commercial book of business to unlock value creation through partnerships and other longer-term and complex strategies to transform corporate relationships from 'vendor' to 'trusted partner.' Clients include Microsoft, Alphabet, AWS, Salesforce, IBM, Shell, McKinsey, Accenture, Tesla, IBM, Stanford, Harvard.
- Frameworks, account plans and campaigns for strategic sales through client journey mapping, GTM planning and sales activities for standard data packages and custom advisory service delivery.
- Accounted for 16% of Academic division sales through data.

#### *Key Accomplishments*

- Sold first operational and value chain footprint analytics engagement to professional services firm.
- Sold first Sustainable1 data to an Energy Major.
- CEO-Initiative: Sustainability subject matter expert for CEO-driven business growth opportunity.
- Guiding People Through Change Certified Leader, S&P Global, June 2024.

#### **Strategic ESG Account Specialist**

Jan 2022 – Sept 2023

- CSRD, ESRS, ISSB, TNFD, TCFD, operational and value chain foot printing, CSA, ESG Scores, and more.

#### **S&P Global Market Engagement, Thought Leadership, Brand Evangelism, and Axiomatic Storytelling**

- New York Stock Exchange, "SEC Climate Disclosures from a Sustainability Officer's Perspective," Panelist, June 2024.
- CERAWEEK 2024 "Decarbonization Solutions Across Cities," Panel Moderator, March 2024.
- CERAWEEK 2024 "Nature Positive Decision Making," and "Tracking Net Zero Commitments," Presenter, March 2024.
- Financial Women's Association "Navigating Sustainable Supply Chains," with BNP Paribas, Jeffries Group, Panelist. February 2024.

- Accounting Today: “Preparing for the Future of Accounting: Key Trends and Sustainability Reporting,” with KPMG, Webinar, 2023.
- “Inside the Boardroom” Podcast with Amy Rojik, Managing Director for Governance at BDO, 2023.
- CERAWEEK 2023 “Vendor Risk Management and Sustainability,” 2023.

Fashion Institute of Technology, NY, NY

2010 – present

#### **Adjunct Professor**

Focus on sustainable and purpose-driven organizations, governance, risk and compliance activities. strategy for ethical and responsible companies. Deep knowledge of strategy, organizational design, development, leadership principles, MVP frameworks, prototyping, methodologies and metrics, strategic project planning, brand, customer, pricing and product.

#### **Intrapreneur/Program Manager for Special Projects @FIT**

*Morning Salon Program and the Salons @ Earth Week Conference: Curated and Invitation-Only for Visionary Sustainable Companies*

The Salons at Earth Week and Morning Salon Program: Morning Salon uses design thinking approach to help sustainably oriented companies solve intractable problems and mine opportunities around sustainable solutions. Garnered C-Suite participation from publicly traded and private companies including FLOR, Benjamin Moore, Loomstate, J&J and more.

The Hendrickson Group / Spark City, New York, NY      May 2011 – April 2019

#### **President**

Innovated traditional professional services consulting model with a “thinking partner” model using proprietary frameworks that reduced project times up to 30% by redeploying client resources. Client-facing work including business modeling, operational plans for business buildouts, proforma financials, digital transformation, customer journey mapping, user profiles for design thinking approach to problem solving. Managed US-based staff and overseas contractors to build web projects. Hiring and staffing, P&L and budgeting responsibilities.

#### *Key Accomplishments*

- 78% CAGR in four years, far surpassing the 10% industry average.
- 8% increase in revenue percentage per employee YoY—from 12% to 20%.

HCC, New York, NY

October 2003 – March 2011

#### **COO**

Launched and scaled pioneering sustainable luxury interior furnishings company. Created a purpose-driven organization using Toyota’s LEAN frameworks, designed a values-driven company’s culture, practices, sales and growth strategy. Created the “HCC Way” delivery methodology with the HCC Virtuous Circle for profitability. Ran operations and finance departments while securing 10 year low-interest public/private financing in Y2. Spearheaded digital enablement throughout the organization pairing technology with process to transform traditional manufacturing processes into a sustainable organization. P&L and budgeting responsibility.

Marquee clients include Yankee Stadium, 7 World Trade Center, The Hearst Building, Moby, Evelyn Lauder, Candace Bergen.

#### *Key Accomplishments*

- 4x revenue growth. Doubled revenue year over year for four years running.
- 278% growth rate + 39% CAGR over 5 years.
- ICIC 100 winner recognizing the fastest growing inner-city companies in America (2009). ICIC 100 “one to watch” winner (2008).

#### *Additional Career Highlights*

- Director of Strategy, Scient: 1 of 8 to launch global organizational design practice for digital transformation, Women in Scient chapter lead. Northeast Region Leadership Team Member.
- Strategist: Groundswell: Launched Innovation Lab and Methodology Lab. 1 of 3 to open the NYC office growing it to 100 colleagues.

#### *Awards and Speaking Engagements*

- Top Women Professionals in Austin List, The Women We Admire Organization, 2025 and 2024.
- Texas Technology Summit, “The ABCs of ESG: Understanding Corporate Sustainability” 2023.
- FGI: “Web Experiences in Real Life: How the Web is Changing Customer Expectations.” 2018.
- Inc 500 Featured Speaker, “Pricing and Selling in the New Marketplace,” 2015.
- TEDxEntrepreneur, “Big Ideas, Small Magic and the People Who Wear the Glass Slipper.” 2014
- ICIC 100 Award Winner, Fastest Growing Inner-City Company in America (a Michael E. Porter and HBS organization) 2009.

#### *Education*

AI and Climate Change Certification, DeepMind sponsored DeepLearning.AI, 2024.

Executive Data Management, Johns Hopkins University 2017

Corporate Entrepreneurship, Robert K. Smith School of Business, University of Maryland 2016

CEO Forum Training with Michael Porter, Harvard Business School 2009

Master of Arts (M.A.) in English, University of New Mexico, B.U.S. University of New Mexico

#### *Interests*

Co-founder, Austin Sustainability Professionals 2023 - present

Vice Chair, Sustainability Commissioner, City of Buda, (appointed 2023), Chairperson, Sustainability Commission, 2022 – 2023.

Ran the New York Marathon five times.