ERIC WALLER ISN'T A CONVENTIONAL CEO, and that's by his own design. A fourth-generation oilman who rides his motorcycle to work most Fridays, he began working in the west Texas oilfields in high school in various roles for 12 years before taking a position at a major oil company where he led for a decade. He joined MD America Energy in 2011 as an operations manager and became CEO in 2014. It's not uncommon to find Waller living and working in the oil field, most recently for three weeks on a drilling rig while restarting the company's drilling program. "I ensure we work as a team," he says. "We like everything to be streamlined from planning to the women and men doing the work."

The energy business is a lifestyle for Waller. He continues to live the legacy by remembering his roots, respecting the work, and relentlessly seeking continued improvement throughout the organization. He's quick to credit his team for his success. "You're allowed to lead by your team," he says. "Some people want to be CEO for the title—I don't. I accepted the job to help people in this industry." Waller also cites MD America Energy's ability to be flexible in tough times for its success. "When the downturn happened, we were prepared for it," he says. "We made radical changes immediately." This is likely one of the many reasons the company, which employs less than 50 people and is debt-free, is rated by S&P, the smallest national energy company to hold this rating.

"The energy space is always changing, which is what I love about it," Waller says. "There are so many components that you can never learn it all. I plan to spend a lifetime as a student of this industry because I have such reverence for it. We plan to improve the industry...by out-performing the industry."