

## **INERATEC appoints new Chief Commercial Officer to lead global expansion in e-Fuels**

**Leading into the next era of mobility - Maximilian Backhaus joins the INERATEC management team to drive the company growth**

Karlsruhe, Germany, November 5, 2024 – INERATEC, a pioneer in Power-to-Liquid technology and e-Fuel production announces a key leadership addition to drive the company's global expansion and sustainability impact. Maximilian Backhaus, former Chief Marketing Officer of HelloFresh, assumes the role of Chief Commercial Officer. With years of experience in scaling a global brand and organization, Maximilian Backhaus will lead the next phase of growth as INERATEC enters a key phase of the commercialization of e-Fuels.

### **A transition to accelerate the global scaling of e-Fuels**

Maximilian Backhaus, formerly Chief Marketing Officer of HelloFresh, brings extensive expertise in scaling a global brand and commercial strategy - key areas for INERATEC's growth journey. His leadership will contribute to INERATEC's next phase of expansion, supporting the company to expand its impact across the renewable fuel industry and move closer to its vision of defossilized industries.

*"Joining INERATEC at this transformative stage is a remarkable opportunity to be part of the next era of fuel supply," said Maximilian, commenting on his decision. "With this unique approach to e-Fuels and e-Chemicals made from recycled CO<sub>2</sub> and hydrogen, INERATEC is at the forefront of the Power-to-X industry and poised for substantial commercial impact. I look forward to scaling the business with our partners and developing new projects."*

### **Positioned for leadership in the renewable fuel landscape**

This executive addition to INERATEC's mission to become a global leader in renewable fuels, especially as the company expands its e-Fuels and e-Chemicals offering in sectors such as mobility, aviation, and energy. With a strengthened executive team, INERATEC is well-positioned to drive its mission of fueling a sustainable future globally.



Maximilian Backhaus joins the management of INERATEC as CCO.

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## About

INERATEC is a pioneer in the field of Power-to-Liquid applications. The company supplies sustainable e-fuels as well as chemical products. Modular chemical plants for power-to-X and gas-to-liquid applications use hydrogen from renewable electricity and greenhouse gases such as CO<sub>2</sub> to produce e-kerosene, CO<sub>2</sub>-neutral gasoline, clean diesel or synthetic waxes, methanol or SNG. Founded in 2016, INERATEC has already implemented industrial-scale power-to-liquid plants at German sites to boost the availability of sustainable fuels and chemicals in various transport sectors such as aviation. Further information can be found via [www.ineratec.com](http://www.ineratec.com)

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