

Desert Control strengthens its leadership team, announcing the appointment of Chief Commercial Officer and Chief Operations Officer

Norwegian AgTech company Desert Control has developed a liquid natural clay (LNC) that restores soil and reduces water usage for agriculture and green landscapes. The company is now entering the commercial stage in the Middle East and is further launching validation initiatives and pilots in the United States. Desert Control further strengthens its leadership team with two new executives to drive strategic priorities.

Sandnes, Norway, 29 March 2022 – Desert Control AS (DSRT) announces the appointment of Charlie Granfelt as Chief Commercial Officer (CCO) and Ordin Husa as Chief Operations Officer (COO).



Charlie Granfelt is an experienced international sales- and marketing executive. He joins on 1 July 2022, coming from Skretting, the world-leading aquafeed producer, where he has held senior commercial leadership positions in Norway and France for over 12 years. Charlie started his career in Electrolux in Hong Kong at the end of the 1980s and has worked in global industrial companies such as Norske Skog/Alloc and Kverneland Group. Charlie is a Swedish national who moved to Norway in 1994 after graduating from the London School of Economics.

Ordin Husa has extensive experience streamlining worldwide operations, designing and implementing effective processes, procedures, and strategies. He joins from RESMAN AS, an industry leader in wireless reservoir surveillance, serving as Chief Operating Officer. Ordin has previously held executive leadership positions in Siemens Subsea, Roxar Software Solutions, Roxar Flow Measurement, and Heli-One. He joins Desert Control on 1 July 2022.



We proudly welcome Charlie and Ordin to our team, says Ole Kristian Sivertsen, Chief Executive Officer of Desert Control. I am inspired by seeing the level of talent Desert Control is attracting to our mission. This year our focus is to commercialize in the UAE, validate in the U.S., and build the team to ensure a robust and effective organization to drive the continued transition from start-up to scale-up. We are making progress in all areas and strengthening the organization further with the new appointments to our leadership team.

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About Desert Control:

Desert Control specializes in climate-smart Agri-tech solutions to combat desertification, soil degradation, and water scarcity. Its patented Liquid Natural Clay (LNC) enables sustainable ecosystem management by restoring and protecting soil's ability to preserve water and increase yields for agriculture, forests, and green landscapes. LNC enables sand and degraded soil to retain water and nutrients, thus increasing crop yields and ecosystem resilience while preserving water resources by up to 50%.

Agriculture and food production already consume more than 70% of all available freshwater. Desertification and soil degradation further increases water consumption in a negative spiral. Our growing global population will require more food in the next 40 years than was produced over the last 500 years, putting even more pressure on vital resources such as water. This is the problem Desert Control is determined to solve. According to the United Nations, twelve million hectares of fertile land perish to desertification, representing an annual \$490 billion loss to the global economy.

Desert Control's vision is making earth green again.

<https://www.desertcontrol.com>