

Desert Control appoints Chief Strategy Officer (Group CSO)

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 strengthens its leadership team with a Chief Strategy Officer to further accelerate strategic priorities.

Sandnes, Norway, 21 April 2022 – Desert Control AS (DSRT) appoints Bernt Arne Breistein to the position of Chief Strategy Officer (Group CSO)



Bernt Arne Breistein joins Desert Control on 1 July 2022 as Chief Strategy Officer and brings extensive international experience in designing, operationalizing, and implementing strategies to drive profitable growth for organizations. Breistein joins from Sub Sea Services AS, where he has served as CEO since 2011. His previous experience includes EY and Subsea7, where he held senior regional and corporate executive roles within supply chain management, organizational leadership, and internationalization. He has a master's degree in management and strategy.

Bernt Arne's extensive experience in developing and implementing strategies for scale-up and profitable growth makes him a great addition to our team, says Ole Kristian Sivertsen, President and Group CEO of Desert Control. Our focus is now on commercializing in the UAE, validating in the U.S., and building the team to ensure a robust and effective organization to drive the continued transition from start-up to scale-up. We must think big, start small, act fast, and design to scale exponentially; this is the foundation we are building with the new additions to our executive 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>