

## Desert Control appoints Head of Group Marketing and Communications

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 Head of Group Marketing and Communications to accelerate commercialization, develop its outreach strategy and elevate global awareness.

### **Sandnes, Norway, 09 May 2022 – Desert Control AS (DSRT) appoints Nancy Nusrally Carda to the position of Head of Group Marketing and Communications**



Nancy Nusrally Carda joins Desert Control on 2 June 2022 as Head of Group Marketing and Communications. Nancy has extensive experience in marketing, communications, media relations, brand awareness, positioning and outreach strategies, partnerships, exhibitions, events, and operational integration. Nancy joins from Expo 2020 Dubai, where she since 2015 served in Marketing and Communications, drove exposure of the Expo Live Programme and The Good Place by Expo Live as Pavilion Director. Nancy worked on the successful completion and closure of the first World Expo in the Middle East, North Africa, and South Asia region.

Nancy holds a master's degree in Economics and Business Administration from the University of Descartes Paris 5.

As a Global Innovator of the Expo Live Programme of Expo 2020 Dubai, we witnessed Nancy's enthusiasm towards our project and impact potential, says Ole Kristian Sivertsen, President and Group CEO of Desert Control. She leveraged the world expo platforms to support us through digital content, event participation, networking, exhibits, and media opportunities. Desert Control's awareness experienced a significant boost through Expo 2020. We must keep the momentum, attract the right talent, expand our reach to support commercial objectives in key markets such as the UAE and the U.S., and spread our message globally.

#### **For more information, please contact:**

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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>