



PRESS RELEASE

Carbonfuture strengthens leadership team with appointment of Lucie Haß as Chief Operating Officer and Dominic Lüdin as Chief Growth Officer

Freiburg, October 4, 2022 – Carbonfuture, a climate tech startup that makes carbon removal from the atmosphere simple, trustworthy, and scalable, announced today the appointment of Lucie Haß and Dominic Lüdin to the company’s executive leadership team.

As Chief Operating Officer, Lucie Haß will take on responsibility for Finance and Business Operations at *Carbonfuture*. Lucie brings experience in finance and building up a solid target operating model to *Carbonfuture*. Most recently, she served as the founder and Managing Director of a Corporate Venture Capital vehicle and investor and board member of various start-ups. *“I am looking forward to changing sides - from investor to startup - and thus the opportunity to use my previous experience to actively contribute to a more sustainable world.”* **Lucie Haß**, COO of *Carbonfuture*.

Dominic has experienced four startups turn into scaleups, in Europe, the US and China. He brings the learnings of what it takes to grow young companies with a software component to international success and will oversee the intersection which has become his sweet spot: Product management and business development. *“I look forward to joining the Carbonfuture team and to help build the software and financial tools needed to make carbon removal from the atmosphere trustworthy, frictionless, and scalable.”*

According to *Carbonfuture’s* CEO and Co-Founder Hannes Junginger-Gestrich, both bring essential experience and the right commitment to the table to make them an ideal complement to the leadership team as *Carbonfuture* navigates its next phase of growth: *“With our new seasoned scaleup leaders Dominic and Lucie, we will be ready to expand internationally even faster, ensure the best user experience with our products, while keeping our financial and corporate processes lean and solid.”*

Carbonfuture was recently listed as one of the “early stage startups to watch” by Sifted. The climate tech startup offers a unique end-to-end platform that integrates carbon removal tracking, third-party credit standards, and financing tools across carbon removal technologies, ensuring a new tier of credit quality for buyers and sellers, as well as reducing friction for rapid

industry growth. Customers include some of the largest carbon removal buyers in the world, such as *Microsoft*, *SwissRe*, *Klarna* and *South Pole*.

Since its founding in 2020, *Carbonfuture* has grown from a small team in Freiburg (Germany) to a globally operating organization with hubs in San Francisco and Zürich.

In September 2022, the company announced [new investment of EUR 5.5 M](#) led by its existing investors *Carbon Removal Partners*, *Übermorgen Ventures*, and *WiVenture*, who were joined by new investors tech4good venture capital fund *4impact capital* and value-add investor *Sustainable Future Ventures*.

Carbonfuture press contact:

Theresa Rößler

Mail: theresa@carbonfuture.earth

About Carbonfuture

Carbonfuture is an end-to-end platform for companies who want to participate in removing carbon from the atmosphere. The climate tech startup offers access to high-quality carbon removal and participation in the world's most cutting-edge carbon community. Unlike traditional marketplaces, the combination of *Carbonfuture's* digital platform, project financing tools, and long-term partnerships ensures a new tier of credit quality, while simultaneously reducing friction for growth across the world's most promising carbon removal technologies.

Companies like *Microsoft*, *Swiss Re*, *Klarna*, and *South Pole* trust *Carbonfuture* to help them meet their climate commitments in a transparent, verifiable, and scientifically robust way.

Carbonfuture operates globally with offices in Freiburg, Germany and San Francisco, USA. See the latest at carbonfuture.earth.