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AFC Energy Appoints Experienced Power Generation Market Development Specialists

AFC Energy, the leading alkaline fuel cell power company, has appointed experienced power generation and application specialists to spearhead its market development activities as it initiates commercial roll-out for its hydrogen fuel cell power technology.

David Hatherill and Mark Barnes bring combined experience of over 50 years in the power generation industry having held responsibility in a wide variety of senior management, sales, marketing, engineering and technology development roles for Finning, the world's largest Caterpillar dealer. They specialise in bringing emerging technologies and applications to market with a deep understanding of the relationships between policy, technology and commercial deployment into new opportunities. Their experience in the power generation industry includes prospecting, project design and implementation, and contract negotiation.

Having been responsible for a number of firsts in the power generation industry across a wide variety of technologies, Hatherill and Barnes bring a wealth of experience, relationships and connections to support the successful execution of a range of projects. They will support AFC Energy as it executes its market strategy, creating a new sales pipeline and confirming licencing agreements for the company.

Hatherill, a Chartered Engineer with over 25 years' experience in power generation engineering, has led renewable and non-renewable power projects around the world. Prior to co-founding Catalyst PWR, an independent consultancy offering services to the power, water and renewables markets, Hatherill was Head of Engineering and Technologies for Finning in the UK.

Barnes, also a co-founder of Catalyst PWR with 30 years' experience in power generation, was previously the General Manager of the Power and Energy business of Finning UK as well

as Managing Director for ACIEM, a subsidiary. There, he was responsible for post-acquisition integration, strategy development and strategic vision including value chain migration activities.

“After a decade of extensive research and development, AFC Energy is ready to begin ramping up the development of its market strategy and building important avenues for sales and partnerships,” said AFC Energy CEO, Adam Bond. “With such a wealth of experience in the power generation industry and their deep connections with major players in the energy market, David and Mark will provide huge support to AFC Energy. We’re all excited to have them on board and look forward to working with them closely as we embark on the next chapter of AFC Energy’s development.”

About AFC Energy

AFC Energy plc is commercialising a scalable alkaline fuel cell system, to provide clean electricity for on and off grid applications. The technology, pioneered over the past ten years in the UK, is in the process of being deployed in industrial gas plants for grid generation, as an alternative to diesel generators for localised power, in energy storage systems and as the power source for local electricity needs.