In this special edition of the OptiFreeze newsletter I would like to introduce you to Martin Linde who is elected as new Chairman of the Board. What kind of future does he see for OptiFreeze and what made him accept the assignment?

Eda Demir Westman, CEO OptiFreeze

Interview with Martin Linde – OptiFreeze new Chairman of the Board

In the interview below you can read Martin Linde’s answers to some of the questions you might have about his past, his experiences, and his thoughts about OptiFreeze. Please take this opportunity to get to know our new Chairman of the Board a little bit better.

Who is Martin Linde?
– I’m a curious person and I have tried many different jobs and industries. Basically I have a Master degree with focus on financial analysis. I have also studied sociology, psychology and mathematics.

My main career has been in the food industry where I have been working as a product manager, marketing manager, marketing director, sales director, general manager and CEO. I have worked in various constellations and in different sizes of companies with a yearly turnover ranging from a few hundred million up to a few billion.

After that, I changed to the investment side and I have been responsible for a company that invested in different industries. Furthermore, I have worked with start ups in recent years - both as a CEO, board member and Chairman of the Board.

My main focus is strategy, market/sales and financing together with a strong focus on achieving goals set.
What convinced you to return as Chairman of the Board?
– I left OptiFreeze when I got an assignment that collided with my duties in the company. This was sad! But I have followed OptiFreeze closely even when I have not been active in the company.

OptiFreeze is currently working in areas that are extremely interesting and have found a niche that can both change the industry basically and be profitable to the company. I believe that my experience and my strengths will be valuable in this phase.

The location where OptiFreeze is currently located is extremely interesting as one has found a niche that will be properly managed to both change an industry basically and be profitable for the company. I think my strengths will fit perfectly in this phase.

What makes OptiFreeze unique and how big is the potential for the company and its technology?
– OptiFreeze’s technology is unique! Above all because there are so many potential areas where it’s possible to apply it. In the short term, the focus is to reach a positive cash flow as soon as possible. Then we have a number of interesting areas to dive into and explore. The potential from a financial perspective is always difficult to estimate before entering a market. But the market for only geraniums is estimated at about 2.5 billion USD annually. Given that our technology can increase the survival of the cuttings significantly and also extend the durability, it’s easy to see which gold egg OptiFreeze is sitting on. And there are endless other categories for us to explore.

What significance does the cooperation with Syngenta have and how will it contribute to find new potential customers?
– What I find surprising is that it’s not commonly known what an exciting and professional company Syngenta is. One of the world’s largest companies in the business with a global presence and they have chosen to sign an agreement with OptiFreeze. This is really great!

It also means that when the start-up project with Syngenta is completed, we get a customer who has the highest reputation in the industry. This in turn means that we cannot have a better reference for our technology. When we start to expand our customer base, credibility is important and because Syngenta is global, this will apply to all markets.

Which are the most important trends among producers and consumers that may have an impact on OptiFreeze future?
– The focus on reducing waste is a trend that is very strong now and will continue to be so during a number of years ahead. This trend is fully in line with OptiFreeze and our technology. We will be able to make an important and vital contribution in a number of different segments by improving sustainability and increasing growth. Both consumers and producers and of course the environment will take advantage of this.

Thank you Martin for answering some of our questions, and welcome to OptiFreeze!