



Rotem Arad | CBO, H2Pro

Rotem Arad is a seasoned entrepreneur and executive with over 25 years of experience working B2B and B2G in the Environmental Services, Energy, Industrial Manufacturing, and Biomed industries. As the Chief Business Officer for H2Pro, Rotem utilizes his expertise in international markets to develop and execute region-specific strategies for introducing the novel H2Pro electrolyzer technology to the clean energy market. With a particular focus on developing long-term strategic partnerships in the MENA region, Rotem has honed a deep understanding of key players, policies, and milestones necessary for realizing regional clean energy and hydrogen hub aspirations.

Prior to joining H2Pro, Rotem served as EVP of Business Development and Operations at Atlantium - a company revolutionizing water treatment with a proprietary UV solution. In this role, he advanced the technology across the Americas, Europe, and Asia, and led Atlantium's penetration and expansion into multiple markets, including Heavy Industry and Food & Beverage, resulting in multiple Fortune 500 companies adopting this technology as their disinfection treatment of choice.

Before joining Atlantium, Rotem co-founded and managed MicroBVM Ltd - a leading designer, manufacturer and marketer of advanced emergency field medical equipment. He also previously served in various sales and managerial positions in the Biomed industry, including Sales Manager for UltraShape, an equipment provider in aesthetic medicine; and Product Manager and Operations Manager for Oridion Medical (now Medtronic), a Med-tech company in the fields of Respiratory Systems and Gastroenterology.

Committed to sharing Israeli technology and innovations with the world, Rotem served on the board of The Israeli-German Chamber of Industry & Commerce, as well as the public board for the water sector under the Israeli Export institute. Fluent in English and Hebrew, he holds a B.A. in Economics and Business Management, and an Executive M.B.A. from the Kellogg-Recanati, Tel Aviv University.

Areas of Expertise include:

- MENA region clean energy transition and development as green hydrogen hub + cross-border regional partnerships as an Israeli startup
- The Israeli Hydrogen ecosystem (and climate tech scene) – private vs public sector, challenges and opportunities
- Potential applications of Hydrogen and projected Hydrogen market growth
- Business cases for different hydrogen applications
- The distinct roles of the private vs. public sectors, and their critical coordination, on the path to Net Zero
- Electrolyzer technology and comparative hydrogen production processes
- Scaling hardware-driven tech startups from idea to implementation, market introduction and penetration