



From Google to air up

## **Munich based scale-up wins Patric Fornasier as Chief Technical Officer**

**Munich, 16th of May 2022** – air up, the world's first refillable drinking system for flavouring drinking water only through scent, has hired Patric Fornasier as its new Chief Technical Officer. The Swiss-born Patric Fornasier's main responsibilities will be the technological development of the company and the strategic expansion of the digital product. Already in September 2021, air up announced an outlook on the company's focus for 2022 with the successful acquisition of new investments amounting to more than EUR 40 million. The company announced that, in addition to setting up production facilities in Europe and launching in the US, it is also aiming for a finer integration of the digital and physical air up world in the following year.

Fornasier joins air up from Google in Zurich and brings years of experience in software engineering to the company, which is only three years young. In addition to Europe, the international stations of the computer scientist include India, the USA and Australia. The 41-year-old was persuaded to switch by the immense potential of the idea and the enthusiasm of the air up founders. Fornasier is particularly fascinated by the strength of implementation and the healthy pragmatism to rethink things in order to promote positive change for the world and people:

"My plan is to further optimise the digital experience and contribute to the realisation of air up's innovation plans," comments Fornasier. "For me, air up's track record is second to none. I am now looking forward to helping the team invest more strategically in the digital world," explains the new CTO.

air up co-founder and chief evangelist Lena Jüngst is very happy about the new addition: "Patric is a real desired candidate for us and we are happy that we could win him for our team and our vision. His technical creativity and international experience will give us important impulses and help us to further pursue our innovation plans as well as to bring digital architecture to a global top level."



Patric Fornasier takes over as CTO from Tim Jäger, who will be responsible for the position of Chief of Research and Development at air up in the future. Tim Jäger on his new role: "I am looking forward to being able to focus on my passion and thus the further development and optimisation of our physical product in the future. Patric's arrival as our new CTO is a great opportunity for us to also increasingly drive the digital innovation power of our company and to prepare air up for a digital future in the best possible way" says Jäger.

In his new position, Patric Fornasier also joins as Managing Director. The other managing directors of air up GmbH are Christian Hauth, CEO air up, Jannis Koppitz (CEO), Lena Jüngst (CCO), Simon Nüesch (CMO) and Tim Jäger (Chief of Research and Development).

#### **about air up**

air up is the world's first refillable drinking system that adds flavor to water through scent alone, by leveraging the physiological phenomenon of retronasal smell - without sugar or any other artificial ingredients. Since the launch of its first bottle in July 2019, air up has grown into a company that operates in 9 countries, and employs already 240 employees. Having raised more than 60M over two funding rounds, air up expects an excess of 100 M revenues run rate by September 2022. With over 2 M customers, air up system has potentially saved 130 M single-use plastic bottles and more than 2.600 tons of sugar. In 2022, air up is bringing most of its production to Europe and launching in the USA.

The managing directors of air up GmbH are Christian Hauth (CEO), Jannis Koppitz (CEO), Lena Jüngst (CCO), Patric Fornasier (CTO), Simon Nüesch (CMO) and Tim Jäger (Chief of Research and Development).

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