

Biographies

Leadership



Apoorv Sinha | Co-founder & Chief Executive Officer

Apoorv Sinha is the Co-founder and CEO of Carbon Upcycling, a leader in carbon and waste utilization.

Under his tenure, Carbon Upcycling has partnered with three of the ten largest cement producers globally and expanded its carbon capture and utilization technology across North America and Europe. The company is a Carbon XPrize X-Factor award winner, a recognized Global Cleantech

100, and a Reuters top 100 Innovator leading the global energy transition.

Apoorv is a Forbes 30 Under 30 Energy awardee, a Clean 50 Honoree, and has served on the ACTia (Alberta Cleantech Industrial Alliance) Board of Directors. He holds a Bachelor of Science degree in chemical engineering from the Georgia Institute of Technology.

Biographies

Leadership



Juliane Kniebel-Huebner, MEng, MBA | Chief Operating Officer

Juliane Kniebel-Huebner brings over 20 years of leadership in renewable energy and infrastructure to her role as Chief Operating Officer at Carbon Upcycling.

Previously, she served as Director of Western Canada Development at Capstone Infrastructure Corporation and COO at Genalta Power Inc., where she led strategic expansion and operational transformation initiatives. Juliane also held senior leadership roles as a strategic

advisor and Managing Director at Ventotec (a subsidiary of energcity AG), overseeing the largest organizational restructuring since deregulation in Germany.

She is instrumental in operationalizing Carbon Upcycling's core mandate of transforming CO₂ and industrial byproducts into local, low-carbon cement materials. Her deep experience in project delivery, team building, and corporate structure equips the company for its next phase of growth.

Biographies

Leadership



Markus Kritzler, MBA | Chief Revenue Officer

Markus Kritzler brings over two decades of strategic leadership and executive experience in the building materials and infrastructure sectors to his role as Chief Revenue Officer at Carbon Upcycling.

Most recently, he led group wide strategy at Holcim Group, where he directed initiatives across North America, Latin America, Asia Pacific, Europe, and the Middle East & Africa—and played a pivotal role in the landmark multibillion-dollar merger between Holcim and Lafarge.

Following Holcim, Markus transitioned to leadership roles at 414 Capital and Ingenia Capital, successfully executing over 70 M&A transactions across the early-stage, middle market, and corporate spectrum.

Markus provides his expertise in strategic partnerships and team building at a critical juncture in Carbon Upcycling's journey, as the company scales its market presence across North America and Europe.