

## **Gennadi Finkelshtain**

**Co-founder and Chief Technology Officer of GenCell Ltd (Israel)**  
**Founder and General Manager of More Energy Ltd (Israel)**  
**Chief Technology Officer of Medis Technologies Ltd (USA)**



Gennadi Finkelshtain – proven leadership and managerial skills are evidenced by the ways to create revolutionary technologies, knowhow, and innovative products in alternative energy area.

Gennadi is co-founder of GenCell Ltd (Israel) in 2011. GenCell was established as a research and product development organization for the alternative energy markets, with emphasis in Alkaline Fuel Cell Technologies. As the Chief Technical Officer of GenCell, Gennadi is the driving force behind the research, development, design, production, and certification of the first commercial Alkaline Fuel Cell based on Hydrogen and Ammonia as fuel. As results of Gennadi's innovation and leadership, the company was awarded 15 international patents related to all aspects of Alkaline Fuel Cell and Ammonia Cracking Technologies. One of his most recent inventions related to low temperature ammonia electro-synthesis technology using H<sub>2</sub>O as reactant directly has been recognized by scientific community and has received development funding from a world-renowned company.

From 1999, Gennadi served as a General Manager of More Energy (subsidiary of Medis Technologies (USA)). He was the founder and the key inventor of Direct Borohydride Fuel Cell technology and oversaw the construction of the first commercial fuel cell production line with over 100 000 UL approved Power Packs products. More Energy Power Pack is the world's first portable commercial fuel cell ever introduced to the market before 2009.

Before moving to Israel, Gennadi held several senior positions in energy technologies in the former Soviet Union. From 1984 to 1990, Mr. Finkelshtain was the Chief Project Engineer at the Leningrad Technological Institute of technical research of various energy systems, including maximizing fuel efficiency, calculations of thermodynamics of energy systems and aerodynamics of fuel flow, as well as being responsible for planning and construction of several energy systems. Gennadi received his MSc in Power Engineering from Saint-Petersburg State Technological University of Plant Polymers in 1981.

Throughout his career in the alternative energy area, Gennadi has been awarded for more than 50 international patents and has given over 50 talks at trade shows and research conferences. He has extensive international business exposure and experience, having worked on development projects with numerous global companies such as TDK, Emerson, Celestica, Komax Group, and General Dynamics and leading research universities and institutes such as Peter Sheerer Institute, Fraunhofer Institute, Grenoble, and Duisburg-Essen Universities, and others.