

## Elicit Plant Appoints Hartmut Van Lengerich as Strategic Advisor

**Moulins-Sur-Tardoire (Charentes), January 21, 2025. Elicit Plant, a pioneering agri-biotech company specializing in biosolutions for broad acre crops, announces the appointment of Hartmut van Lengerich, a renowned German agricultural agronomist, as Strategic Advisor. With over 30 years of experience in strategic and global operational roles, Hartmut van Lengerich joins Elicit Plant's Strategic Advisory Board.**

The Advisory Board plays a key role in Elicit Plant's development, enabling the company to benefit from the expertise of internationally recognized experts to accelerate its global growth and gain valuable advice in strategic areas. Hartmut van Lengerich joins a team that has been supporting the company since 2022, including Marisé Borja on Regulatory Affairs, Benoît Poinot on Biology R&D, Rachel Raymond on U.S. Market Strategy and several experts in the IP Area.



### **An Exemplary Career in Global Agri-Tech**

Throughout his career, Hartmut van Lengerich has held high-level positions, such as CEO of Bayer Crop Science Canada and SVP of Portfolio and Asset Management for Bayer AG's AgChem segment, overseeing \$13 billion in global sales. Leveraging his strategic expertise, he has driven growth initiatives, forged key partnerships, and led strategic acquisitions to address the complex needs of the agricultural sector. Hartmut serves the Boston Consulting Group as a "Senior Advisor" and is member of several boards in the ag-tech sector.

His commitment to talent development and diversity as drivers of long-term performance reflects his vision of

international collaboration. His appointment at Elicit Plant marks a new step in his mission to accelerate agriculture's transition to sustainable and resilient solutions worldwide.

### **A Key Contribution to Elicit Plant's Future**

*« I am honored to join Elicit Plant's Scientific Advisory Board, a company recognized for its pioneering role in reducing the impacts of climate change on agriculture. Elicit Plant's ambition and its EliTerra® technology provide an immediate and innovative response to the challenges our sector faces, » said **Hartmut van Lengerich.***

*« We are delighted to welcome Hartmut Van Lengerich to our Scientific Advisory Board. His extensive expertise and global strategic vision are invaluable assets for accelerating*

*our mission to quickly deliver effective and sustainable solutions to farmers, » concluded **Jean-François Déchant**, CEO d'Elicit Plant.*

**About Elicit Plant**

ELICIT PLANT is an AgTech company addressing the challenges of climate change's impact on broad acre crops worldwide by reducing plant water consumption by up to 20% and enhancing plant health under environmental stress. Its unique EliTerra® technology, based on the exogenous application of phytosterols—a group of plant-derived molecules—boosts plant resistance to stress by eliciting their natural defenses. Hundreds of field trials, combined with rapid farmer adoption across three continents (Brazil, Europe, and the United States), for its first maize-targeted product demonstrate that its biosolutions are the only ones capable of securing yields and offering farmers a significant return on investment during water shortages.

For more information: [www.elicit-plant.com](http://www.elicit-plant.com)

**Press Contacts:**

[pierre-jean@lanouvelle-agence.com](mailto:pierre-jean@lanouvelle-agence.com), +33 (0)6 03 52 29 08

Claire Arnoux, [c.arnoux@elicit-plant.com](mailto:c.arnoux@elicit-plant.com)