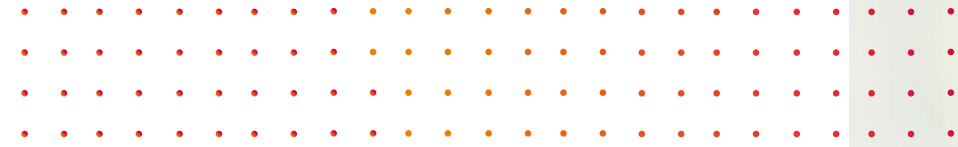
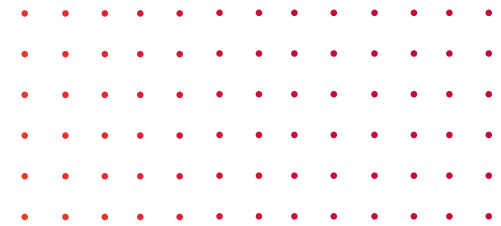


— **Director General**
Ammonia Europe





- 03 About Ammonia Europe**
- 04 What You'll Do**
- 05 Recruitment Process**





Ammonia Europe is a new association, established in Brussels in September 2023. The Association's purpose is to represent the European ammonia industry and value chains to the European Union institutions and Member States.

Ammonia Europe's mission is to:

- Foster decarbonisation of the existing European ammonia sector in the European Union and beyond.
- Promote the role of ammonia as a strategic precursor to multiple value chains (food, industrial applications, transport), and as a reliable means for decarbonisation toward Europe's net zero economy.
- Advance research, development and innovation in low-carbon and renewable ammonia in the European Union.
- Act as a trusted partner and reference point for EU stakeholders on the benefits and safety of ammonia, to promote a competitive and sustainable ammonia sector in the European Union.
- Advocate the need for EU-wide (as a whole) solutions for the ammonia industry and the energy transition in the European Union.
- Bring together a wide range of companies involved in the European ammonia market, regional public authorities, and stakeholders (including universities and research development bodies) to support the development of a sustainable ammonia sector in the European Union.

We are looking for a new Director General to lead the trade association and further the mission. As a new association, the DG will need to create communication materials, a new website and recruit a secretariat team. Office space and infrastructure is provided at Avenue des Nerviens in Brussels. The Director General will need to be an energetic self-starter with an ambitious growth mindset. The ammonia sector and association are expected to grow substantially in the coming years. The potential use of low-carbon ammonia represents a profound shift for the ammonia industry—from one geared primarily towards fertilizer production to one driven by energy markets.

About Ammonia

Ammonia is a gas widely used to make agricultural fertilizers. It binds airborne nitrogen, the most important crop nutrient, making it available for fertilizer production. With 50 percent of the world's food production depending on fertilizer application, ammonia literally helps put food on the table. As populations grow, so will our need for food, and fertilisers which can increase yield. Global ammonia demand for fertilizers is projected to skyrocket by 2050 to meet the growing population's agricultural needs.

Ammonia also has potential in boosting renewables energy, both as a replacement for hydrogen in long haul shipping for instance, and as a way of storing and transporting hydrogen. Indeed, the global market for ammonia is poised to triple in the coming decades with nearly all of the growth coming from low-carbon ammonia, according to a recent 2023 analysis by S&P Global Commodity Insights.

Driven by improved economics resulting from decarbonization policies, low-carbon ammonia is expected to grow from its current nascent state to 420 million tons—two thirds of the total market—by 2050. Decarbonization policies, including incentives in the U.S. Inflation Reduction Act and the EU's Carbon Border Adjustment Mechanism, are transforming the economic fundamentals of low-carbon ammonia. The transition from concept to reality is already happening.

Ammonia can be used as a clean fuel in various applications, from power generation to transportation, offering a low-carbon alternative to traditional fuels. Ammonia as a carbon-free fuel is especially promising because it is well understood, can be produced sustainably and is technologically less challenging to store and transport than other methodologies such as liquid hydrogen or methylcyclohexane (MCH). It's even possible to retrofit some of the existing energy infrastructure to use ammonia as an energy source.

"The Commission will encourage Member States to support investments in renewable hydrogen and biomethane and ammonia produced on that basis. Ammonia produced using renewable hydrogen is a technology that promises to greatly reduce the greenhouse gas emissions from the fertiliser production process and eliminate the EU's dependence on natural gas for producing fertilisers." European Commission

To produce green ammonia, hydrogen is produced by electrolysis from 100% renewable sources and combined with nitrogen extracted from ambient air using an air separator. This is a carbon-free process that produces a climate-neutral energy carrier. The green ammonia produced can now be transported to its destination by ship. Ships and port terminals for this are already in place worldwide.

S&P Global Commodity Insights expects 'blue' ammonia (hydrocarbon-based production coupled with carbon capture and storage) to be more economically attractive than conventional production in some key markets before 2030 due to a combination of carbon emissions penalties and production subsidies. However, 'green' ammonia (produced from renewable electricity) will require further policy support beyond the incentives already announced to make it cost competitive in most markets.

The use of ammonia as an energy carrier and means of transporting hydrogen has many advantages. Firstly, it is more energy-efficient to transport than hydrogen. Secondly, ammonia can be used to transport larger amounts of energy over long distances in less space. Thirdly, we already have a globally established infrastructure for transporting ammonia that is safe and efficient.

	Ammonia	Hydrogen
Detonation in air	None	High
Detection of leaks	Easy	Difficult
Ease of transportation	High	Low
Hydrogen's density	Higher	Lower



The Director General leads the Secretariat, and is appointed by the Board of Directors. The Secretariat ensures the execution and implementation of the decisions of the General Assembly and the Board and manages the daily operation of the Association. The position is located in Brussels but will require frequent travel.

Experience

- Preferred sector experience: energy, chemicals, process technology
- Experience in advocacy in EU/Brussels
- Leadership experience in business/organization, preferably in building an organization
- Passion for industry transformation towards sustainability
- International experience/ familiarity with global markets

Skills

- Strong negotiator, able to resolve conflicts and navigate differences in opinion
- Outspoken, charismatic personality with great communication skills
- Visionary and progressive, strong strategic mindset and influential skills
- Strong presenter and networker, able to convince a wide variety of audiences
- Team player, able to build teams and to coach, motivate and delegate
- Fluent English, other languages a bonus

Recruitment Process



Ammonia Europe is an equal opportunity employer that is committed to sustainability, diversity and inclusion in the workplace. Ammonia Europe makes hiring decisions based solely on qualifications, merit, and needs at the time.

If you wish to apply for this exciting position, please send your CV to the Executive Search team at Dober Partners (contacts below), as soon as possible.

Mark Dober

M: +32 477 950 466
→ mark@doberpartners.com

Natalia Kurop

M: +32 488 945 579
→ natalia@doberpartners.com

www.doberpartners.com



Dober Partners
Executive Search
& Consultancy