



## 10 Most Inspiring CEOs of 2022

# A Pragmatic, Innovative Leader

An ardent Formula 1 follower and a food connoisseur, Henri Tausch is an energetic, dynamic, and proven global business executive and thought leader across several industries. Whether during periods of economic growth or decline, Henri has a successful track record of developing and growing businesses and optimizing profitability in mature and emerging regions. He is respected for his sound judgement, acumen and proficiencies in corporate development including geographic expansion. Henri’s experience living in three continents, his immersion with diverse cultures, and speaking several languages fluently has shaped his global business outlook.

Henri has not just excelled as a business leader in his own right, over his entire career, Henri has been passionate about developing and growing talent in his organization. With his mentoring and support, many of Henri’s former employees have developed themselves into executive leaders and form part of his wide global network of former colleagues and business partners. It is not uncommon to see Henri on a call, at lunch or dinner with many of his former employees championing their careers and providing counsel as they continue their trajectories at other companies.

When asked by his industry colleagues, Henri is described as a charismatic leader with a proven track record for transforming businesses and is renowned for his effective operating system that has fueled growth and profitability in the organizations he has led. Henri’s operating system is defined around four key pillars: a) Strategy: defining a compelling vision for the business and an associated unique, inspiring, value-creating and achievable strategy to execute; b) Team: creating and developing strong leadership teams with the complementary skill sets required to execute the strategy; c) Operating System: setting objectives for himself and his leadership team and keeping everyone accountable by establishing critical processes and systems to measure and assess progress on objectives and execution of the strategy; d) Passion: Henri’s drive and passion for performance is contagious.

He can motivate not only his direct reports, but employees at every level in the organization. Henri’s engaging nature makes him accessible to the entire company.

Presently based in Houston, Henri is serving as President and CEO for 5E Advanced Materials, Inc., a Nasdaq listed company. Under Henri’s leadership, this Australian founded company, recently transitioned its headquarters to the US. Since Henri joined 5E Advanced Materials in August 2021, he reshaped the company’s strategy to become a vertical integrated boron company with a focus on advanced materials. When he joined the company, he was drawn to the unique opportunity of shaping the company’s strategy on Boron as a key enabler for applications to help decarbonize our planet. Off to a fast start, Henri has established a talented team of industry and functional experts with complementary skills who share an infectious excitement over his vision and strategy to grow the company. As a true believer, that the employees are the company’s most valuable assets, Henri continues to engage and motivate employees at all levels through his example of hard work and dedication to executing on company objectives while fostering a friendly and fun working environment. The company’s focus on decarbonization is an ongoing motivator for all stakeholders.

As Henri considers the future, 5E Advanced materials is uniquely positioned to take advantage of three major growth themes: a) global decarbonizations and a push to net zero emissions; b) ensuring supply of critical materials for 21st century industries; and c) preservation of domestic security and integrity of food supply chains.

5E Advanced Materials is positioned to become a vertically integrated global leader in BORON+ advanced materials, focusing on enabling decarbonization. BORON+ products target critical, high-value applications within electric transportation, clean energy, food, and domestic security. 5E’s advanced materials business is underpinned by its low-cost, light environmental touch boron resource in Southern California, designated Critical Infrastructure by the U.S. government, and serves as the largest known new conventional boron deposit globally. There is an increasing call for a new stable source of BORON+ as U.S. and rest of world demand accelerates, and 5E is strategically positioned to answer this call. Henri’s favorite quotes for the company are “We are in the Right Place with the Right Asset at the Right Time” And “Boron is the next Lithium”.

The company is currently constructing a Small-Scale Boron Facility in California. After completion, the company will focus on expanding its capacity and developing additional boron derivatives to enable more decarbonization applications for the use in electric vehicles, solar panels, and windmills. These are high growth markets, and these materials are high value in use. Under Henri’s leadership, we believe that 5E Advanced Materials has great potential for growth and supply the world with critical materials to enable decarbonization applications.



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President & CEO

