

## Electra Expands Leadership Team With Head of Communications and Policy

*Clean iron company hires Kellyn Blossom to advance the decarbonization of the iron and steel industries.*

**BOULDER, Colorado – May 1, 2024** – [Electra](#), a clean iron company, welcomes its first Head of Communications and Policy, Kellyn Blossom. Based in Washington, D.C., Blossom will oversee corporate communications, government relations, and public policy as Electra advances its low-carbon technology to redefine the global iron supply chain and significantly cut carbon emissions from steel production.

“Following a year of record growth for Electra, we need to expand our team of experienced leaders as we continue to advance on our path to decarbonizing ironmaking. Kellyn’s track record of leading innovative technology policy makes her an invaluable addition,” said **Sandeep Nijhawan, CEO and co-founder of Electra**.

Blossom brings decades of leadership in advocacy, policy development, and community engagement at the federal, state, and local levels, including her years of experience in the Obama White House, working with intergovernmental partners to advance and implement policy. She brings experience in technology startups including building policy and communications teams at Zipline, Thumbtack and Uber.

“Right now, there is unprecedented attention on decarbonizing the industrial sector from both public and private sectors. Electra’s low-carbon technology holds the potential to transform ironmaking, which is critical for cleaner steel production – one of the largest industrial sources of carbon emissions,” said **Blossom**. “I’m thrilled to be a part of the team at Electra as we tackle one of the biggest climate challenges.”

Blossom’s appointment comes after Electra doubled its team in 2023, including new [Chief Commercial Officer](#), Francois Perras, and [Chief Human Resources Officer](#), Karen Robertson. This announcement follows the recent launch of [Electra’s Pilot plant](#) in Boulder, Colorado, an important step towards commercialization.

###

### About Electra

Electra, a clean iron company, is bending the trajectory of climate change by electrifying iron refining. On a mission to address decarbonization, sustainability, and circularity across the steel industry value chain, Electra's unique patented electrochemical system converts iron ore into iron metal through an electrochemical process operating at 140 degrees Fahrenheit, powered by clean, intermittent renewables to make emissions-free iron. Electra's products — pure green

iron and other green feedstocks — remove gigatons of carbon dioxide emissions from steel production and other hard-to-abate industries. To learn more about Electra's mission, visit: [www.electra.earth](http://www.electra.earth).

**Press Contact**

Patricia Babia, [electra@berlinrosen.com](mailto:electra@berlinrosen.com)