

# Michael Liebreich founder and former CEO of Bloomberg's New Energy Finance to join Ignite Power Advisory Board

*Ignite is pleased to announce the appointment of Michael Liebreich to its advisory board to further strengthen the company's strategic growth and scale up*

LONDON, UNITED KINGDOM, January 23, 2018 /EINPresswire.com/ -- [Ignite Power](#) is pleased to announce the appointment of Michael Liebreich to its advisory board to further strengthen the company's strategic growth and support scaling up of the company's operations across Africa to make 100% Clean Access a reality.

Michael Liebreich is a well-known thought leader on renewable energy and has a strong network among stakeholders spanning utilities, financiers and governments. He founded New Energy Finance in 2004 and sold it to Bloomberg LP in 2009, staying on as CEO until 2014, then as Chair of the advisory board until the end of 2017, and now as Senior Contributor. Mr. Liebreich is also a member of the high-level advisory board of the [UN's Sustainable Energy for All initiative](#) and recently joined the advisory boards of The Hawthorn Club, an international network for senior professional women in the energy industry, and Shell New Energies. Michael is a founding advisory board member of Women in Sustainability, Environment and Renewable Energy (WiSER).



Michael Liebreich - Founder and former CEO of Bloomberg New Energy Finance.

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Rooftop systems are rapidly providing modern energy systems to over 600 million people in Africa. Ignite's innovative financing model and market approach is key to unlock capital at real scale.”

*Michael Liebreich*

Following his appointment, Michael Liebreich said: “I am delighted to join Ignite's advisory board. Rooftop systems are the key to rapidly providing modern energy systems to over six hundred million people in African who currently have no access to electricity. Ignite's innovative financing model and market approach is helping to unlock capital at real scale. I am looking forward to working with the dynamic and extremely experienced team at Ignite to turn 100% clean access into reality.”

Yariv Cohen, CEO of Ignite, said: “Ignite is one of the fastest-growing providers of electrical services in the world. Our

strategy is not just to provide basic electricity access to those without it – although that is certainly a driving priority – but to become a leading, large-scale player in the future of Africa’s electricity supply. I am sure Michael’s strategic vision and contacts around the world will help us achieve our goals.”

According to the [World Bank’s 2017 State of Energy Access report](#), 609 million people lack access to electricity in Africa. The electrification rate in Sub-Saharan Africa has increased from 27% to just under 40% since the year 2000, but due to population growth absolute numbers of people lacking electricity in Africa are still rising.

#### About Ignite

Ignite Power is a leading provider of solar electricity in Africa. The company distributes and finances solar-based solutions to clients with the most affordable price plans in Africa. Ignite has signed agreements to provide solar solutions to over 500,000 homes, and is targeting to quadruple this in the coming year.

In January 2018 Ignite was awarded \$15m in long-term project financing by the International Renewable Energy Agency (IRENA) and the Abu Dhabi Fund for Development (ADFD). Also, in recognition of its impact, Ignite was awarded the “Innovator of the year” and “Best Customer Value”.

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Abu Dhabi Fund for Development and IRENA Award to Ignite



Ignite awarded "Innovator of the year" by Rwanda Development Board

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