

*Founder and Chief Executive Officer (CEO), NOTUS energy*

## Heiner Röger: “It’s time for things to be turning”

Heiner Röger founded NOTUS energy in Potsdam in 2001. The aesthetics of wind turbines have fascinated him from the beginning: “I still can’t get enough of the aerodynamic shape of the blades,” Röger says.

Today the Potsdam-based company has grown into one of Germany's largest independent renewable energy producers that develops and operates solar parks and wind farms around the world.

The interplay of aesthetics and technology drives Röger forward. “The better we rebuilt the forces of nature, the more efficient and beautiful the result.”

Heiner Röger’s biography is not straightforward. He grew up in East Germany and initially trained as a telecommunications technician in television. After attending night school to complete his high school diploma he obtained a degree in Latin American Studies at Rostock University.

In 1989, before the Iron Curtain fell, he was working on a PhD. The subject was the counterrevolution against the Latin American independence movement, led by Simon Bolívar. This was an opportunity for him to critically engage with the East German workers’ uprising on 17 June 1953 without directly referring to it.

After the fall of the Berlin Wall, the PhD could no longer be continued. He initially became a motivational trainer and teacher in adult education, including at the University of Applied Sciences, mainly for job seekers. A two and a half year traineeship as a branch manager in a large bank gave him a comprehensive knowledge in business and economics.

He then worked in St Petersburg for nearly a year and founded a small tea business with a partner. He started his first wind projects in 1998, back then for the Bremen-based company Energiekontor.

NOTUS energy, which initially started from his initial fascination for rotating blades has now more than 200 employees “As a career changer into renewable energy I see other things than pure engineers, for example,” Röger says to explain his success in the sector. Thinking outside the box, a holistic approach and unconventionality are important to him.

His understanding of aesthetics has remained his guiding principle. In his view, the fate of individuals and society is determined by the laws of nature. Using climate-friendly renewable energies are part of this concept.