

*Every transaction has an impact.*

# Meet the founder



## Friedrich Hubel

Managing Director & Co-Founder



An affinity for finance and technology, coupled with a passion for solving complex problems led Friedrich Hubel to embark on a career as an entrepreneur in banking and fintech. Friedrich has spent the last 15 years founding and growing companies that have left a mark on the industry, such as Rocket Internet, Payleven (today SumUp), Zalando, and Lendico (today part of ING Bank).

Following the exit of his last venture to ING Bank, he gained valuable experience into the evolving needs of banks in the digital age. By co-founding ecolytiq, Friedrich chose to continue following innovation by guiding these financial institutions in taking meaningful action on climate change and respond to increasing customer demand.

What Friedrich finds truly captivating about being an entrepreneur in the climate tech space is the allure of the unknown and its untapped potential to change our world. He thrives on encountering new challenges and meeting new people, and it is this driving force that propels his work forward.