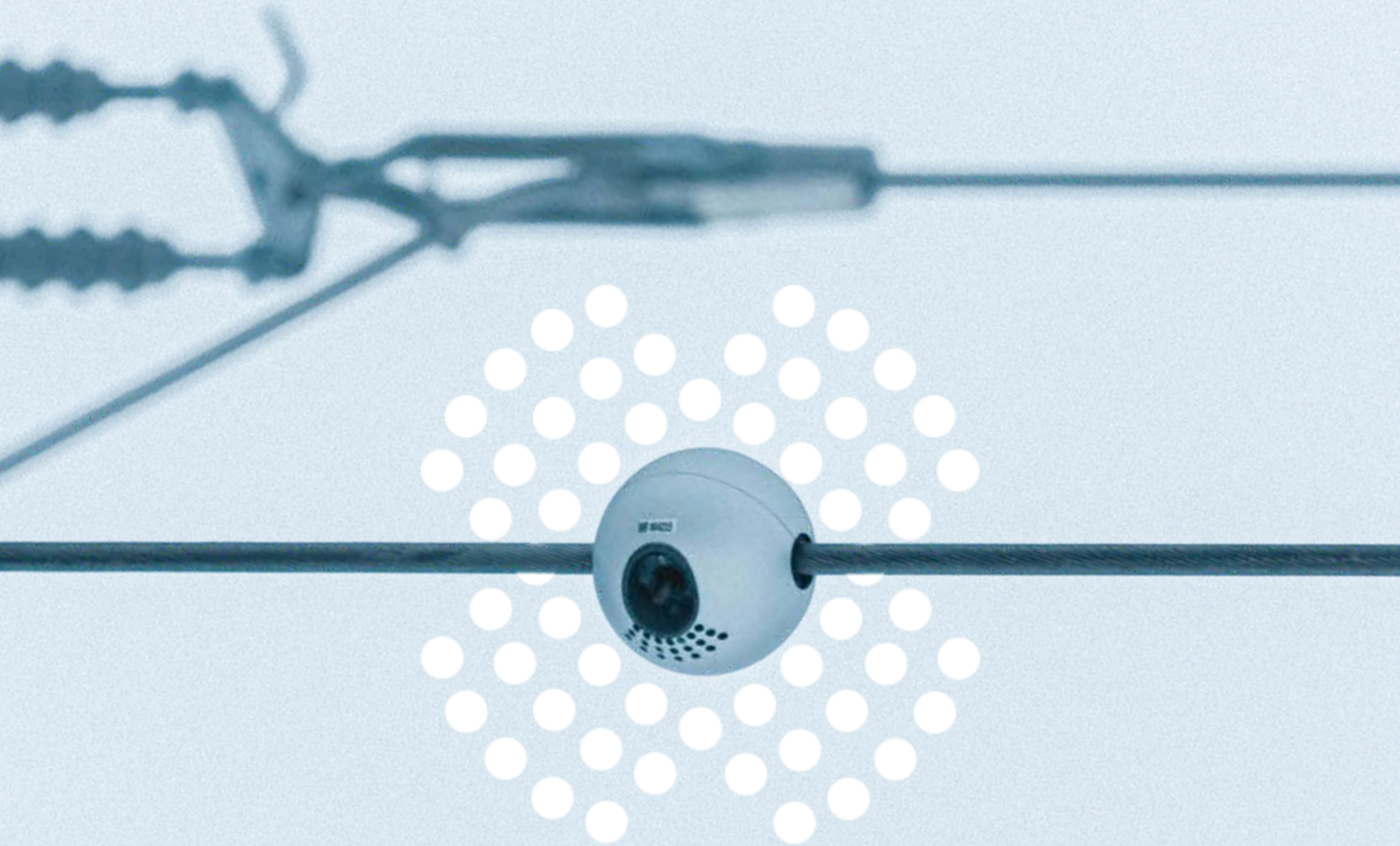




Heimdall Power



# Media Kit

UPDATED OCTOBER 2025

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# About Heimdall Power.



In Norse mythology, Heimdall is the watchful guardian of the gods, known for his extraordinary ability to see across worlds, hear even the faintest warning, and respond without delay. He stands at the edge of Asgard, vigilant and ready to protect what matters most. At Heimdall Power, we carry that spirit into the modern energy landscape.

Founded in Norway in 2016, we set out with a clear purpose: to bring greater awareness and intelligence to power grids—making them safer, smarter, and more responsive. Inspired by our namesake, we believe in seeing clearly, acting early, and never standing still.

From day one, our work has combined Nordic engineering principles with global ambition. What began as a bold idea in the Nordics is now a growing network of technology, partnerships, and purpose—deployed across continents, supporting some of the world’s most forward-thinking grid operators.

The world’s energy systems are experiencing rapid change and unprecedented pressure. Our goal is to help ensure that change is both manageable and meaningful—with solutions that strengthen the grid, the people who operate it, and everyone who depends on it.



DRONE INSTALLATION OF A NEURON SENSOR

## Our Mission.

Heimdall Power's mission is one of the most important for society the next two decades: To accelerate the energy transition by optimizing power grids to be safer, more reliable and affordable, while protecting people and planet.

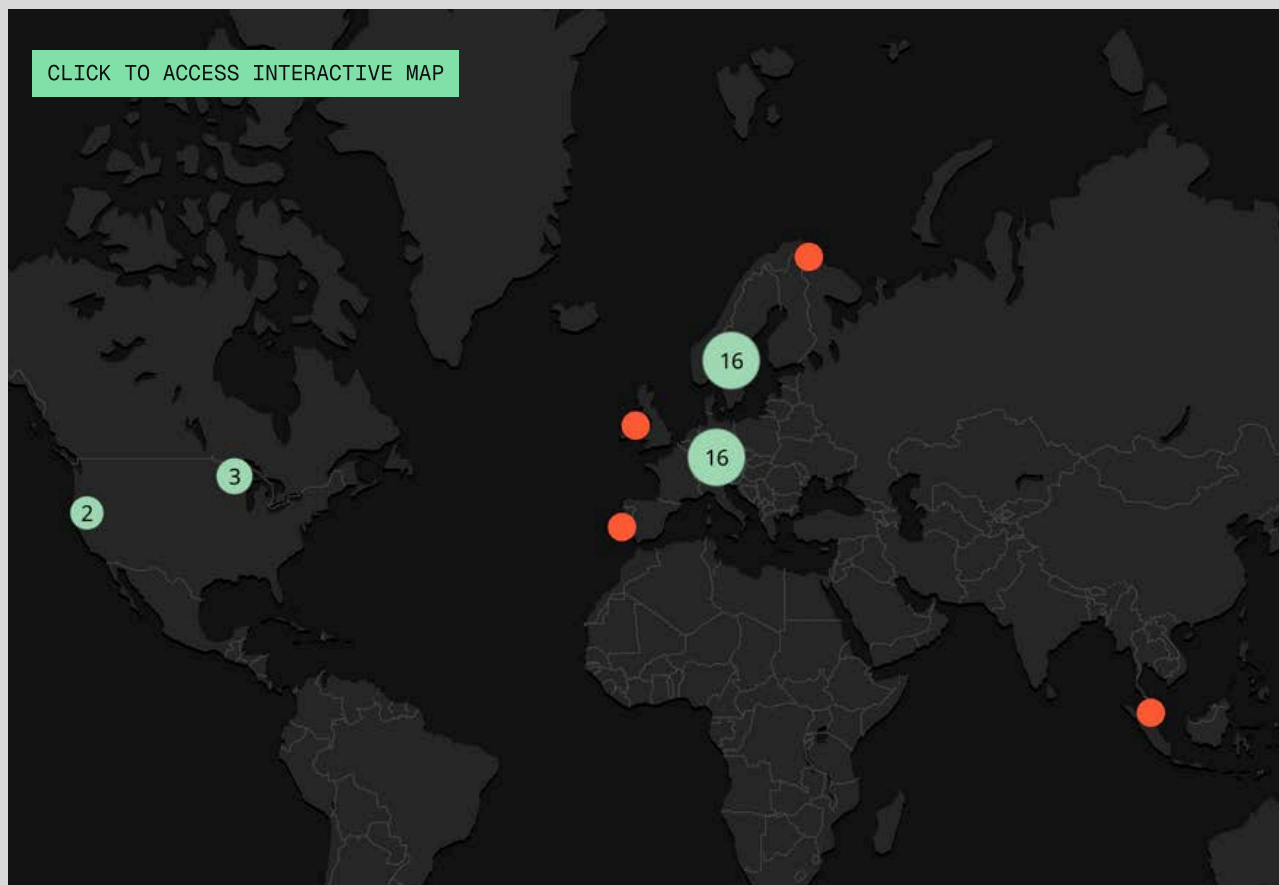
## The Problem.

Power grids around the world are under more intense pressure than ever before. Aging infrastructure, rising electricity demand, and more extreme weather are pushing systems to their limits.

## Heimdall Power's Solution.

Heimdall Power combines patented, self-powered sensors with intelligent software to give grid operators real-time insight and control—enabling a more efficient, resilient, and smarter power grid.

## Map of our Global Outreach



# Our Executive Team.

## Jørgen Festervoll, Chief Executive Officer



**Bio:** Jørgen Festervoll is CEO of Heimdall Power, a global technology company transforming the power grid with advanced sensors and software. With more than 20 years of experience in the utility sector, he is leading Heimdall Power's evolution from dynamic line rating and situational awareness solutions into a category-defining digital grid platform.

Festervoll joined the company's board in 2021, became chair in 2022, and was appointed CEO in 2023 after serving as vice president of renewable opportunities at the listed investment company, Saga Pure.

Under Festervoll's leadership, Heimdall Power grew 10x in two years, raised a \$25M Series B, and expanded globally: Heimdall Power has customers in more than 20 countries and a North American headquarters in Charlotte, North Carolina. He holds a Master of Science from the Norwegian School of Economics.

**Speaker profile:** Since taking over as CEO in February 2023, Festervoll has become a regular panelist and keynote speaker at the world's leading energy events, such as EPRI's annual Summer Seminar and the Energy Tech Summit. In 2024, Festervoll was invited to the Grid Modernization Summit at the White House as part of a select group of industry representatives. He has been interviewed by top global outlets including *The Economist*, *The Wall Street Journal*, and *Forbes*.

Having lived for several years in the U.S., Festervoll uniquely connects the Scandinavian innovation mindset with flawless American English in ways that make the our future our energy system the most exciting topic in the world.

**Talking points:** grid modernization, venture capital, global growth, energy transition

## Previous Appearances + Features:

- **Forbes:** [Unlocking Grid Capacity: Deferring \\$2 Million Per Mile Toward Net Zero](#)
- **The Wall Street Journal:** [The Aging U.S. Power Grid Is About to Get a Jolt](#)
- **The Economist:** [AI and other tricks are bringing power lines into the 21st century](#)
- **Energy Tech Summit 2025:** [The hidden power of green energy](#)
- **“Over-the-Air IoT” Podcast:** [Unlocking Grid Capacity with Heimdall Power](#)
- **“Alternative Power Plays” Podcast:** [Heimdall Power’s Sensor Revolution](#)

## Christian Martinsen, Chief Financial Officer



**Bio:** Christian Martinsen is the CFO of Heimdall Power, where he applies more than 20 years of experience in finance, sales, and marketing across both listed and non-listed companies. Most recently Martinsen spent 10-years as CFO for SaaS companies serving the energy industry, including eSmart Systems. Previously, Martinsen co-founded TheVIT, a financial services company for the small- and mid-sized businesses market in Norway. His leadership style combines an entrepreneurial spirit earned leading a family-owned business with the structured approach developed through his time at companies like Orkla and Optimera. Martinsen holds master’s degrees in management and administration from BI Norwegian Business School and Copenhagen Business School respectively.

## Øyvind Teigen, Chief Technology Officer



**Bio:** Øyvind Teigen brings extensive experience in the production and research and development (R&D) of instrumentation systems to his role as CTO of Heimdall Power. Teigen previously spent 14-years managing R&D for the global technology company Schlumberger Ltd. He holds a Master of Science in mechanical engineering from Norwegian University of Science and Technology and University of California, Berkeley.

**Talking points:** drone technology, satellite connectivity, IoT

## Anne Vera Skrivarhaug, Chief Operating Officer



**Bio:** In her role as COO, Anne Vera Skrivarhaug offers more than 25-years of leadership experience in the energy sector, spanning both public and private organizations. Skrivarhaug held senior roles at Statkraft and Equinor before serving eight years as director of the energy department at the Norwegian Water Resources and Energy Directorate, where she played a key role in shaping Norwegian energy policy. Most recently, Skrivarhaug was director of community development in Longyearbyen, where she was responsible for critical infrastructure and sustainable development in Svalbard. She holds a Master of Science in energy management and policy from the University of Pennsylvania, IFP School and Wharton.



## Ann Charlotte Valheim, Chief Delivery Officer



**Bio:** Ann Charlotte Valheim is Heimdall Power's CDO. Valheim brings 12-years' experience leading field operations and sustaining for the global technology company Schlumberger Ltd. where she gained broad experience in executing and managing operations related to health, safety, and environment; service quality; maintenance; logistics; and resource planning, and served in international wireline roles in continental Europe and North Africa. Valheim holds master's degrees in mechanical engineering and project management from Norwegian University of Science and Technology and BI Norwegian Business School respectively.

**Talking points:** global project management, software and hardware delivery, drone operations

## Brian Berry, Chief Product Officer



**Bio:** As Heimdall Power's CPO, Brian Berry spearheads the development of innovative solutions to address the nascent challenges facing power system operators. His strategic perspective is informed by more than 17-years of energy sector experience: He previously held roles with Ampacimon, Reactive Technologies, GE, and Eskom where he led the technical strategy and delivery of stability monitoring and control solutions. Berry holds a Master of Science in electrical engineering from the University of the Witwatersrand.



## Brita Osmundsvaag Formato, **President**



**Bio:** Brita Osmundsvaag Formato is President of Heimdall Power, where she leads the company's North American operations.

Previously, Formato served as CEO of T-Omega Wind Inc. and spent more than 16 years at Duke Energy, where she held executive positions in corporate development, strategy, and risk management across both U.S. and international operations. Her global energy perspective was honed through roles at ExxonMobil, Equinor, and Mercer Management Consulting, where she focused on downstream operations, petroleum market analysis, and energy strategy.

Formato holds an MBA from the Columbia Business School and a bachelor's degree in economics from Eckerd College.

**Talking points:** U.S. energy industry, renewable integration, electricity affordability

## Tom Cleaver, **Vice President**



**Bio:** Tom Cleaver serves as vice president of Heimdall Power's North American operations, bringing more than two decades of experience in utility grid innovation. He spent 18 years at Cooper Industries (now Eaton), where he led global initiatives across utility substation and grid technologies. After Eaton, Cleaver helped pioneer the commercial launch of key GETs, including composite high-temperature low-sag (HTLS) conductors and CAT-1, the first commercially successful DLR solution. He holds a bachelor's degree in electrical and electronics engineering from the University of Michigan and an MBA from Seattle University.

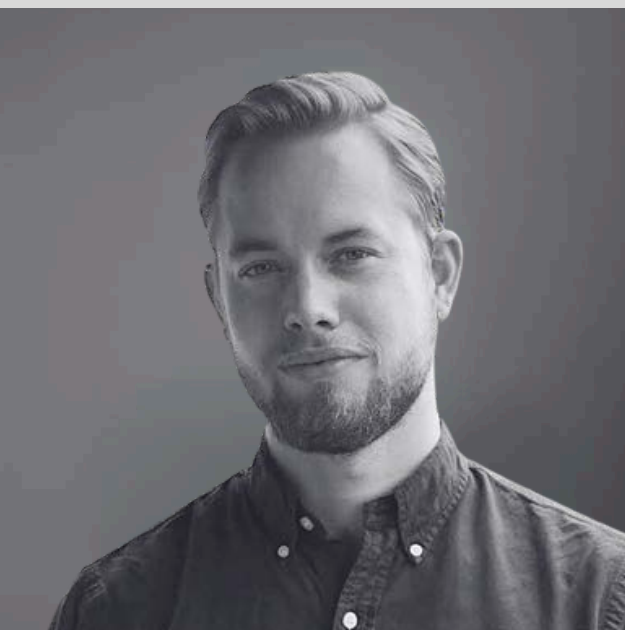
**Talking points:** dynamic line rating, grid enhancing technologies, transmission systems

## Tor Inge Aasen, **Head of Sales Europe**



**Bio:** Tor Inge Aasen brings more than a decade of experience in the energy sector to his work as head of sales for Heimdall Power. Across more than 10-years with Microsoft, and in previous sales and business development roles at Cisco, Oracle, and Red Hat, Aasen drove digital acquisition and transformation for utility companies across Northern Europe. Aasen holds a bachelor's degree in science from BI Norwegian Business School.

## Peter Gørbitz, **Head of Marketing & Communications**



**Bio:** 10+ years of experience from the media industry, including multiple years as editor. Strong competency in marketing, SEO, strategic communication, PR and campaign production. Proven ability to generate significant growth across various social media channels. Solid industrial experience from ABB and Smart Innovation Norway. MSc Industrial Economics and Technology Management from Norwegian University of Science and Technology.

**Talking points:** global marketing success on a start-up budget

# Logo usage.

Our primary logo is the vertical version and should be used in most cases to maintain brand consistency.

The horizontal version is secondary and should only be used when space is limited or a compact format is required (e.g., website menus).

Black or white versions may be used only when the original color logo is not legible.

All logo variations can be found in the “Logo” folder of the Media Kit.

## MAIN LOGO



Heimdall Power

## SECONDARY LOGO



Heimdall Power

## ALTERNATIVE VERSIONS



Heimdall Power



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# Media coverage.

The following includes select media coverage featuring Heimdall Power, March 2024 to present.

9/9/2025	T&D World	<a href="#"><u>One Year Later: Inside America's Largest Dynamic Line Rating Deployment with Great River Energy.</u></a>
8/13/2025	IEEE Spectrum	<a href="#"><u>Power Grid Congestion Is a Problem. Here's a Solution</u></a>
8/1/2025	POWER Magazine	<a href="#"><u>How Nation's Largest Dynamic Line Rating Deployment Unlocked Nearly 50% More Transmission Capacity for Great River Energy.</u></a>
7/29/2025	Fast Company	<a href="#"><u>The massive blackout in Spain, Portugal, and France exposed a global power crisis. Now what?</u></a>
7/15/2025	Data Center Dynamics	<a href="#"><u>Heimdall Power's Magic Balls can help build a more efficient electricity grid</u></a>
6/11/2025	The AI Journal	<a href="#"><u>How AI Can Save the Power Grid – and Itself</u></a>
5/26/2025	Forbes	<a href="#"><u>Unlocking Grid Capacity: Advancing Net Zero, Deferring \$2 Million/Mile</u></a>
5/22/2025	Forbes	<a href="#"><u>How AI and Stiff Breeze Vitalize Our Aging Grid</u></a>
5/15/2025	Foresight Climate & Energy	<a href="#"><u>Making the most of grid infrastructure</u></a>
5/5/2025	Satellite Mobility World	<a href="#"><u>Flying High: How Drones and Sensors are Transforming Power Grid Monitoring</u></a>
4/24/2025	Renewable Energy World	<a href="#"><u>Why more electric utilities are trying on the 'Apple Watch' of the power grid</u></a>

3/25/2025	<i>Factor This</i>	<a href="#"><u>Heimdall Power shows off its ‘magic ball’ that promises to save the grid</u></a>
3/13/2025	<i>T&amp;D World</i>	<a href="#"><u>Heimdall Power Adopts Iridium Connectivity for Grid Monitoring Solutions</u></a>
2/10/2025	<i>POWER Magazine</i>	<a href="#"><u>O&amp;M Innovation in the Power Sector: The Latest Tools Redefining Asset Optimization</u></a>
1/14/2025	<i>Factor This</i>	<a href="#"><u>Minnesota cooperative to deploy real-time grid monitoring solution along 90 miles of transmission lines</u></a>
11/20/2024	<i>“Alternative Power Plays” Podcast</i>	<a href="#"><u>Optimizing Power Grids: Heimdall Power’s Sensor Revolution with Jørgen Festervoll</u></a>
10/17/2024	<i>T&amp;D World</i>	<a href="#"><u>Company Unveils Two-Week Plan for FERC 881 Compliance and DLR Adoption</u></a>
10/10/2024	<i>Dronelife</i>	<a href="#"><u>Heimdall Power’s Drone-Based Technology Helps Utilities Comply with FERC 881 Mandate and Prepare for Future Energy Demand</u></a>
9/10/2024	<i>WindTech International</i>	<a href="#"><u>Understanding and Unlocking Hidden Transmission Capacity</u></a>
8/26/2024	<i>“Over the Air” Podcast</i>	<a href="#"><u>Powering the World: Unlocking Grid Capacity with Heimdall Power</u></a>
7/16/2024	<i>E + E Leader</i>	<a href="#"><u>The High-Wire Act: Drones, Sensors, and the Race to Optimize Power Transmission</u></a>
6/12/2024	<i>IEEE Spectrum</i>	<a href="#"><u>Smart Powerline “Neurons” Boost Grid Capacity</u></a>
6/12/2024	<i>Microsoft</i>	<a href="#"><u>Drones, sensors and AI: How a Norwegian tech scale-up powers the energy transition</u></a>

6/6/2024	<i>The Wall Street Journal</i>	<a href="#"><u>The Aging U.S. Power Grid Is About to Get a Jolt</u></a>
5/27/2024	<i>Energize</i>	<a href="#"><u>Heimdall “magic ball” optimises power grid with real-time monitoring</u></a>
5/24/2024	<i>Energy &amp; Grid Management</i>	<a href="#"><u>Minnesota gives a boost to grid enhancing technologies</u></a>
5/13/2024	<i>The Cool Down</i>	<a href="#"><u>Energy company deploys grid-enhancing 'magic ball' technology — here's how it could increase capacity by over 40%</u></a>
5/5/2024	<i>The Economist</i>	<a href="#"><u>AI and other tricks are bringing power lines into the 21st century.</u></a>
5/1/2024	<i>T&amp;D World</i>	<a href="#"><u>Great River Energy Unlocks Hidden Transmission Capacity.</u></a>
4/2/2024	<i>Smart Energy International</i>	<a href="#"><u>Tech Talk   Putting grid enhancing technologies in the spotlight</u></a>
3/28/2024	<i>Fast Company</i>	<a href="#"><u>These ‘magic balls’ attach to power lines and make the grid far more efficient</u></a>
3/20/2024	<i>Forbes</i>	<a href="#"><u>Using ‘Magic Ball’ Sensors And Software To Boost Electric Grid Capacity By 40%</u></a>
1/12/2024	<i>Yahoo! Tech</i>	<a href="#"><u>‘Magic balls’ installed by drones may soon be revolutionizing the US power grid: ‘Unrivaed quality at scale’</u></a>



# Contact.

For general press inquiries, please contact [press@heimdallpower.com](mailto:press@heimdallpower.com).



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