

Shawn Gagné Joins Groundwork BioAg as Chief Carbon Commercial Officer

Mazor, Israel – January 8, 2026 - Groundwork BioAg® (“Groundwork”), the world’s largest producer of mycorrhizal inoculants, today announced the appointment of Shawn Gagné as Chief Carbon Commercial Officer (CCCO), a newly created role that underscores the company’s commitment to scaling high-integrity, durable carbon dioxide removal (“CDR”).

As CCCO, Gagné will lead the end-to-end go-to-market and commercial strategy for Rootella Carbon, positioning the program as a premier soil-based carbon asset for global buyers. He will drive strategic offtake agreements, including offsetting, insetting and spot deals, and build partnerships across the carbon ecosystem to accelerate adoption and scaling.

Rootella Carbon harnesses the power of mycorrhizal fungi to deliver durable carbon sequestration while enhancing soil health and farm productivity. Built on decades of biological and agronomic research, the program is designed to meet growing demand for scalable, high-integrity soil-based CDR solutions.

Gagné brings over two decades of experience as a climate strategist and executive consultant specializing in climate solutions and commercial strategy. He joins Groundwork BioAg from the Boston Consulting Group's Global Internal Sustainability Team where he led decarbonization frameworks and carbon market valuation. Previously, he also served as Director of Sustainability at Cloverly, and throughout his career has focused on bridging technical climate innovation with real-world scalability, including biological infrastructure development for corporate buyers. A recognized climate thought leader, Gagné is the author of multiple books, including “Navigating Climate Risk: Insights into the Voluntary Carbon Market from a Climate Scientist.”

“I’m excited to join Groundwork BioAg at a pivotal moment for both the company and the carbon market,” said Gagné. “Rootella Carbon represents a rare combination of biological integrity, agronomic value, and commercial scalability. I look forward to working with the team to expand adoption and build long-term value for growers and carbon buyers alike.”

“As demand for high-quality, durable CDR continues to accelerate, strong commercial leadership is essential,” said Alon Werber, CEO at Groundwork BioAg. “Shawn’s expertise in carbon markets, strategy, and commercialization makes him uniquely qualified to support the next phase of growth for Rootella Carbon and strengthen our position as a trusted provider of soil-based CDR.”

With this appointment, Groundwork BioAg reinforces its commitment to advancing scalable, high-integrity CDR solutions that deliver value across agriculture, climate, and global supply chains.

About Groundwork BioAg:

[Groundwork BioAg](https://groundworkbioag.com), a global bioagriculture leader, produces highly concentrated, cost-effective mycorrhizal inoculants that address the dual challenges of food security and climate change. Grounded in decades of R&D, they were the first to crack the code on the scalable production of mycorrhizal inoculants for both agriculture and durable carbon dioxide removal (CDR). The Rootella product line is already at work on millions of hectares worldwide, enhancing crop yields, improving soil fertility and accelerating permanent carbon sequestration. Groundwork BioAg envisions cropland restored to its role as a net carbon retainer, enabling farmers to increase yields, optimize fertilizer use, and earn premium carbon credit revenue.

For more information, visit groundworkbioag.com.