

Press release

Greenwood Power appoints Kurt Ternegg as CEO: New leadership to drive next phase of growth

Brunn am Gebirge, December 16, 2025 – The founders and owners of Greenwood Power GmbH announce that Kurt Ternegg has been appointed Chief Executive Officer to lead the company into its next phase of growth. Kurt Ternegg assumes the role at a time when the energy transition requires not only technological innovation, but also strategic clarity, courage, and strong leadership.

“We are convinced that Greenwood Power has the potential to become a European technology leader,” emphasizes Michael Müller, designated Chairman of the Advisory Board and Senior Partner at eQventure. “This requires a personality who inspires people, strengthens teams, and conveys a clear vision. In Kurt Ternegg, we have succeeded in recruiting an experienced and successful CEO and industry manager. With him, we are sending a signal—both internally and externally.”

Since its founding in 2017, CEO Norbert Juschicz has built an ambitious idea into an internationally active technology company with locations in Austria, Hungary, and the USA.

“In recent years, we have proven what is possible when you believe in your mission,” says Juschicz. “Today, GWP has around 85 employees, over 1.2 million sensors sold worldwide, and approximately EUR 8 million in revenue. Now is exactly the right time to take Greenwood Power to the next level.” With the addition of new members to the management team, Norbert Juschicz, as founder and Chief Innovation Officer (CIO), will focus more on innovation projects, strategic partners, and major international customers.

With Kurt Ternegg, Greenwood Power is entering a new phase of growth. His focus is clearly on scaling, internationalization, and technological excellence.

“The energy transition is not a trend—it is the greatest infrastructure transformation of our time,” explains Kurt Ternegg. “To make power grids flexible, efficient, and resilient, we need sensor and measurement technologies that are smarter and more sustainable than anything we have seen before. This is exactly where Greenwood-Power comes in—and I see enormous potential to further expand our market position globally.”

The cultural orientation of the company is particularly important to him:

“We have the best prerequisites—strong technology, an exceptional team, and a rapidly growing market. Our goal is to become a leader in innovation, technology, and quality—and we consistently focus on measurable benefits for our customers and partners—utilities, grid operators, switchgear manufacturers, meter manufacturers, and connector manufacturers. Above all, however, we want to create an environment in which our employees can develop, act proactively and independently, and in which customer proximity, reliability, and a pioneering spirit make the difference. Our goal is to be the best partner for our customers, partners, and suppliers and to become one of the most attractive employers in our region.

In just eight years, Greenwood Power has become the leading innovator for non-conventional measuring transformers in the medium-voltage range. With its new management structure and clear strategic focus, the company is now taking the next step on its path to becoming an international technology leader—and an employer that creates meaning, opens up new perspectives, and helps shape the future for us all.

About Greenwood Power

Greenwood Power GmbH develops innovative sensor and measurement technologies for intelligent medium-voltage power grids. Founded in 2017, the company is headquartered in Brunn am Gebirge, Austria, with additional sites in Hungary and the USA. Greenwood Power employs around 85 people and sells its products worldwide.

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