



# Aytor Naranjo

COMPANY: Lobelia Earth

POSITION: Business Development Director

WEB: [www.lobelia.earth](http://www.lobelia.earth)

## SHORT BIO / DESCRIPTION

Over fifteen years of experience in climate, Earth observation and urban development. This includes assignments in mobility, climate and air quality in cities and regions across the globe. Experienced with private, public and research institutions.

At Lobelia Earth I'm responsible for the commercialisation of operational services based on satellite technology, artificial intelligence and data visualisation for climate action.



# lobelia.

Turning data into useful information

Go2Space-HUBs   
COIMBRA • MADRID • TALLINN

#Go2SpaceHackathon

## Lobelia Earth

[www.lobelia.earth](http://www.lobelia.earth)

Lobelia Earth is a self-standing SME based in Barcelona, specialised in satellite technology, computational intelligence and data visualisation for climate action. Lobelia Earth was created in November 2018 as a separate downstream services unit of isardSAT Group, a consolidated science and technology SME specialising in the development of algorithms to process Earth Observation satellite data since 2006.

Lobelia has placed three products on the market: TeroMaps© technology, serving the visualization of all Copernicus datasets in the WEKEO DIAS cloud and in the Copernicus Marine Service, TeroLink© facilitating the operationalisation of automatic processing chains, as well as Lobelia Air© service, an operational air quality monitoring and forecasting system that has revolutionized air pollution action plans in Barcelona and Madrid in favor of sustainability and smart mobility strategies. Lobelia is a pioneering company that develops insightful platforms grounded on scientific knowledge and radically new software technologies, and paves the way towards a zero-carbon economy in the mass market.



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[www.go2space-hubs.eu](http://www.go2space-hubs.eu)