

Ajit Menon
Vice President of Geothermal
Baker Hughes

Ajit Menon is a global energy leader with more than 25 years of experience at Baker Hughes, where he currently serves as Vice President of Geothermal. In this role, Ajit leads the company's geothermal business across both subsurface and surface domains, spearheading innovation, technology development, and strategic growth in one of the most critical frontiers of the energy transition.

Throughout his career, Ajit has held senior leadership roles spanning operations, sales, marketing, technical services, and business management across multiple continents. This breadth of experience has equipped him to integrate deep technical expertise with commercial acumen

A passionate advocate for clean, renewable baseload power, Ajit has been instrumental in Baker Hughes expanding its geothermal footprint through strategic partnerships, pioneering technologies, and innovative business models that reduce risk and improve efficiency in order to unlock new opportunities for scalable, sustainable energy.

Ajit holds a bachelor's degree in Electrical & Electronic Engineering from the University of Canterbury, New Zealand, and a Master's in Business Administration from the University of Bath, United Kingdom. A frequent keynote speaker at major energy forums such as the World Geothermal Congress, Indonesia Geothermal Conference, European Geothermal Congress MEOS and others, he regularly shares insights on how geothermal can reshape the global energy landscape and also support other related critical areas such as hydrogen and critical mineral extraction.

My interest in renewable forms of energy, really started when I was studying for my electrical engineering degree in New Zealand. I was in awe of the massive hydroelectric power stations in the South Island that we visited on field trips. The premise that this energy would for the most part last forever and was easy on the environment (at least perceived to be at the time) seemed too good to be true. Of course, I later learned there is a cost for everything, and the environmental impact, upfront capital and geographic restrictions limited its utility. Upon graduating I joined the Oil and Gas Energy which still is the most widely used source of energy in the world. My first exposure to geothermal energy came when it was part of the Baker Hughes business portfolio in Southeast Asia about 15 years ago. There I learned some hard truths, how tough the economics were, which were in turn exacerbated by the technology requirements, remote areas and lack of scale.

Growing up and then working in Asia, I also realized that access to affordable energy is one of the single most important factors in raising the quality of life within communities. Even in affluent societies, the balance between higher electricity prices and cleaner energy is not a compromise many are willing to make if they are honest with themselves.

Fast forward to around 5-6 years ago when as a company Baker Hughes made the decision to focus on Geothermal as one of our key pillars in New Energy and I was given the opportunity to

lead this growth area. We realized very quickly that there was a unique opportunity for geothermal to be a more mainstream energy source because of a confluence of events.

- The first being the new frontiers of geothermal such as EGS and AGS which had the potential to remove the shackles of geographic restriction while at the same time supporting the delivery of large-scale projects that could deliver hundreds of MWs. This made new technology development for geothermal more viable and also could potentially bring down the cost of these projects.
- The second is the insatiable demand of the world for energy which now has grown exponentially with the advent of AI driven data center requirements.
- Third, the direct use of geothermal energy both for heating, cooling and industrial use which are continuing to grow and becoming more practical.

The key elements of taking geothermal mainstream are cost, upfront risk and time. In my role I have focused on how we can address these challenges with new technologies and solutions. I also realized early on when dealing with the key buyers of power, that we were selling geothermal and not just products and services. In order, to truly address these goals and not just from a technology standpoint, requires the work of the industry itself and not just individual organizations. Therefore if I am successful in being elected to the Geothermal Rising Board of Directors , my focus would be to harness the community and Geothermal Rising to support addressing these key areas of cost , upfront risk and time through collaborating with the government and the geothermal community on policy, funding support both for technology development and pilot projects and much better engagement with the end users and buyers of energy.