

EticaAG Appoints John Dohm as Chief Operating Officer to Drive Scalable Growth and Operational Excellence

EticaAG names tech veteran John Dohm as COO to lead operational scale-up and support growing demand for its fire-safe energy storage systems.

PITTSBURGH, PA, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- [EticaAG](#), a leader in non-flammable lithium Battery Energy Storage Systems (BESS), today announced the appointment of John Dohm as Chief Operating Officer (COO). Dohm brings over two decades of experience leading transformative growth across startups, Fortune 500 companies, and global technology firms. His appointment marks a strategic step in scaling EticaAG's operations and accelerating market adoption of its fire-safe energy storage platforms.



Dohm is a seasoned executive with a track record of aligning technology, operations, and strategy to deliver sustained business growth. Most recently, he served as COO of Light Field Lab, where he raised over \$75 million in venture capital and built operational infrastructure to commercialize advanced display technologies. His career includes senior leadership roles at RealD, True Religion Apparel, and Deloitte, where he built high-performing global teams and managed budgets of up to \$200 million.

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John Dohm, COO, EticaAG

Dohm holds an MBA from Northwestern University's

Kellogg School of Management and a master's degree in computer science from Loyola University Chicago.

“John’s operational leadership and deep understanding of technology-driven growth will be invaluable as we expand EticaAG’s footprint in energy storage,” said Matthew Ward, President of EticaAG. “His experience scaling companies and navigating complex capital and supply chain environments will help us bring our fire-safe battery solutions to more customers and projects worldwide.”

“I’m excited to join EticaAG at such a pivotal time in the energy transition,” said Dohm. “This team has developed a truly differentiated solution to one of the industry’s biggest safety challenges. I look forward to building the operational foundation that will support rapid growth and long-term success.”

[About EticaAG](#)

EticaAG manufactures non-flammable lithium battery energy storage systems for a safer, more resilient energy future.

At the core of every system is our patented [LiquidShield Immersion Technology](#), which fully submerges each battery cell in a non-toxic, fire-retardant liquid—eliminating fire propagation risk, even under thermal runaway conditions. Designed for safety, resilience, and long-term reliability, EticaAG’s energy storage systems are built to meet the highest standards for mission-critical applications.

Paired with our in-house Battery Management System (BMS) and Energy Management System (EMS), EticaAG delivers high-performance, dependable storage for safety-critical environments.

When safety matters, EticaAG is the trusted choice for fire-safe battery energy storage.

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