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CRAFTING ENTREPRENEURIAL LEGACIES

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Chairman & CEO }
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Leading
Companies
Redefining
THE
Industry
WITH SMART
TURBINE
Technology



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Of The Second
Brain Can
Destroy The
First



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LUC ERIC KRIEF

Steering Innovation Toward A Sustainable Horizon



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COVER STORY

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Sustainable Horizon

In the world of entrepreneurship, the essence of true leadership goes beyond just managing a team or deriving strategies. It's about having a vision that blends ambition with a deep responsibility towards the world. This breed of leaders is a rare treasure, embodied by individuals like **Luc Eric Krief**, whose life tells a story of profound transformation and purpose.

Krief is the **Chairman and CEO of New World Wind**. His tale begins not at the top, but in the nuts and bolts of engineering, where he first shaped his dreams into reality. Rising swiftly to become the CEO of a small transportation company, he didn't just expand the business—he multiplied its impact, setting the stage for his true calling.

Krief's leap into the world of smart turbine technology with his company New World Wind through the rescue of New Wind (placed in bankrupt). In these ventures, Krief didn't just chase profits; he pursued a mission to mesh innovation with sustainability, aiming to better the planet and the lives of those living on it.

As we peel back the layers of Krief's career and philosophy, we find a leader whose actions speak louder than words, a trailblazer who not only pushes boundaries but redraws them, leaving a lasting mark on the industry and the world at large.

The Ascension

Krief became the CEO of a company at 30. The



company specialized in transportation by bus in the south of Paris, with a size of 36 workers and drivers. When he left this company 10 years later, there were 96 workers, and the total income was 5x. This experience gave Krief the spirit to start his own company.

In 2004, Krief started with the creation of NTP (Nice To People) and proposed a small DVD player.



Krief bought 10 other companies for industrial purposes, boiling, machining, plastic injection, forming, composite materials, and he had more than 110 employees.

However, Krief later realized that if a company does not have a target to create something good for the environment, for the world, for society, all the work can be for nothing (social targets). The last purchase Krief made, were the assets of New Wind, a company that was bankrupt in 2016, and to see how he was able to enhance a product called "Aeroleaf".

He felt that the market for renewable energy is not just a local market but a global one. From 2017, New World Wind sold more than 150 solutions all over the world, signed more than 40 partnerships and is present in almost 60 different countries.

"The challenge to create a new product with benefits for people and the planet is so amazing, I want to continue on this way to propose best solutions for a better world," Krief asserts.

When asked about the skills necessary for success in the smart turbine technology space, Krief said, "Curiosity, emphasis with my team, listen the requests from our prospects and customers and every day, think we can be better tomorrow."



The Hardest Choices

We asked Krief to narrate a particularly difficult decision he had to make in his career, to which he said, “When you are at a leadership position and responsible of a team, you always have strong or hard decisions to take. Dismissals or closing a plant or a factory are not easy decisions, and when you do it, you know that you are going to put people in difficulties.”

“How do you determine what is the wrong or the best decision? How do you decide who will be concerned? I had to close 2 factories in my career because I was compelled to do so. The Market was in a slump and customers are not so fair. I did it to preserve the other companies, it was what I had to do. It was complicated because each company was like a “child” for me, and I knew all the workers. But the volition to go ahead was strongest,” Krief added.

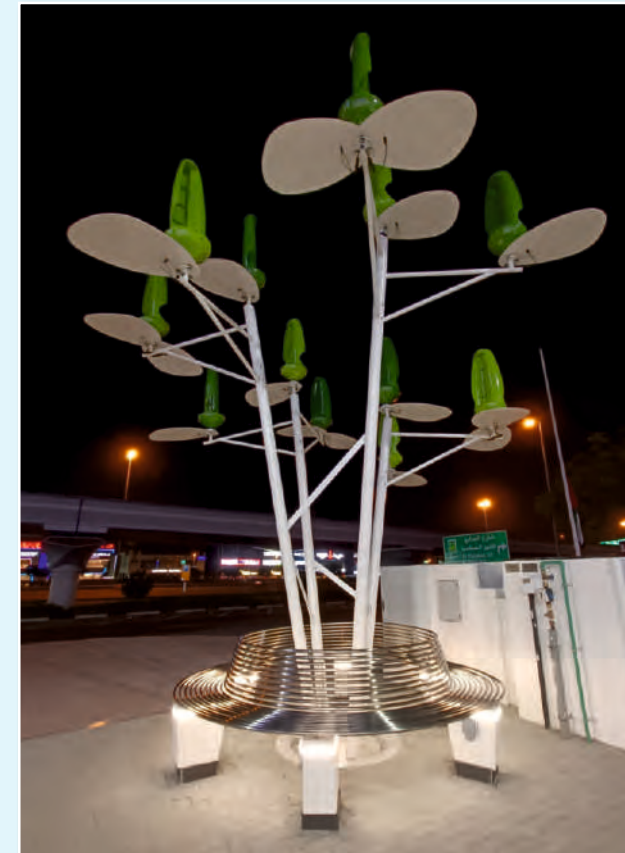
Talking about the challenges he faces while running New World Wind, Krief says, “The most prominent challenge is finding a product which can respond to all uses at the best cost. We know that with climate change and resulting energy production, it will be a problem to satisfy all people around the world.”

“So, we have to develop smart grids to propose smart solutions which can be easily deployed and propose the best performances. We did an experience with a Spanish life base in Antarctica. I really think this kind of experience can be deployed where people are far from civilization and where they need energy to live.”



A Solution Creator

When it comes to finding solutions to sustain a business, Krief believes that competition is the best challenge. He acknowledges the fact that a company must be updated with the latest tech and trends to develop and enhance its products. And that's why it's necessary to know one's competitors. To be



the best in the market a company needs to adapt its solutions to the customers' demands. “Competitors are not a problem but the best way to be the best,” he adds.

Backing this philosophy is evident in how New World Wind developed a solution for telecom towers. “I am really proud about how we integrated the demands and how we found the solutions to reach the customer's targets,” Krief expressed.

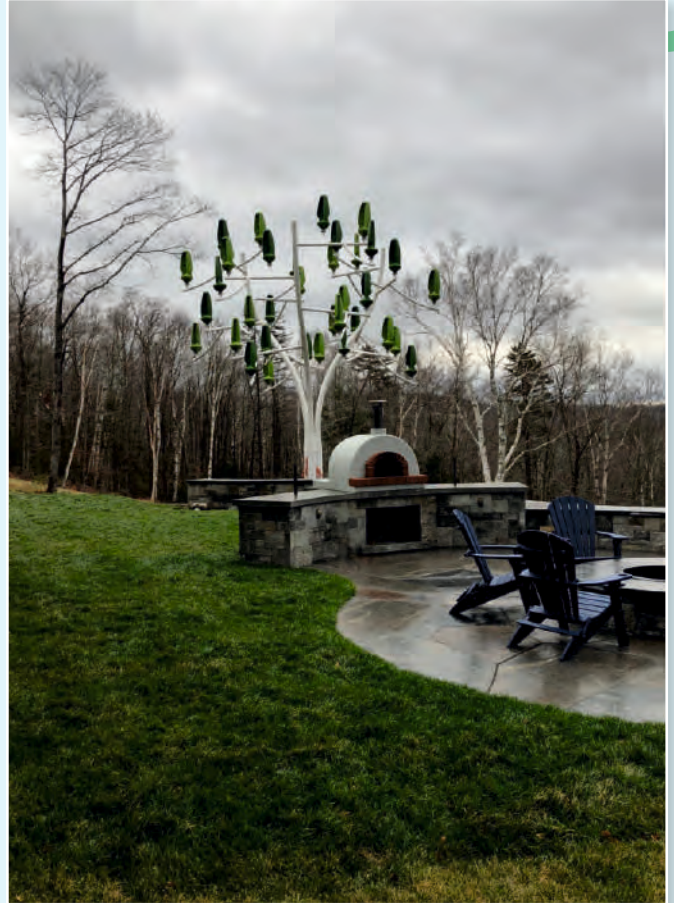
“Energy to live is important but energy for communication becomes a new way of life. Everybody has a smart phone, and everybody wants to stay informed. Our solutions, such as “Aeroleafs”, permit to connect people with each other.”

A Vision for Innovation

Krief emphasizes the need to possess a vision—a vision of the industry, a vision of the market, a vision of the future. He believes it is important to elevate one's vision and especially when they are responsible for a company, one must exhibit preparation for the future.

When Krief bought the assets of New Wind to create New World Wind, he knew with his team why New Wind was not able to generate profits or benefits through energy production. With his team, Krief imagined a new way with their knowledges and





skills. He knew that they could do it. He pushed them to find simple yet innovative solutions. “The primary factor is not to have an idea, it is to push your team to have ideas,” Krief explained.

Talking about his contributions for building the future of his company, Krief says, “We continue to enhance our products. We put out a new shape of “Aeroleaf” and a new generator (1000W vs 300W) in the market. We have many ideas and possibilities to be a strong provider globally in the coming years.”

“I believe that alone we can do strong things, but together we can go far. I want to open my capital with a partner who's able to develop our technology and our position in the market. The Future is in front of us and it could be better if we think best.”

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