

## Contact

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(Company)

## Top Skills

Water Supply

Climate Change Adaptation

Business Strategy

## Certifications

Autonomous Vehicle Operator  
License

Formula 3 Racing License

## Patents

An Apparatus and Methods Thereof  
for Real-Time Measurement  
and Evaluation of Skill Levels  
of Participants of a Multi-Media  
Interactive Environment

System and method for a one-click  
install of an object model into a multi-  
media interactive environment

Racing car wheel and controls for  
use in a multimedia interactive  
environment

Game kiosk

# Jonathan Haswell

Chief Operating Officer @ OceanWell | Sustainable Water Solutions  
| GTM and Non Dilutive Financing | Imagine H2O 2024 | X-Prize  
Water Scarcity

San Francisco, California, United States

## Summary

Jonathan Haswell is an experienced startup executive specializing in company building, market creation, and growth strategy, currently focused on advancing all-risks-resilient water infrastructure solutions. He serves as Chief Operating Officer at OceanWell, a pioneering water technology company redefining desalination through modular subsea water farms. OceanWell's patented system uses natural deep-ocean hydrostatic pressure to deliver clean, reliable freshwater with dramatically lower energy use and minimal environmental footprint — offering a scalable, resilient tool for securing future water supplies.

At OceanWell, Jonathan leads commercial operations, capital raising, and international development, helping position the company as a leader in next-generation water infrastructure. His work supports the expansion of domestic and global water resources without the need for traditional costly industrial plants.

Prior to his entry into the water sector, Jonathan founded and scaled multiple successful businesses at the intersection of technology, mobility, and operational safety. His ventures — including SVO.Auto, Ignite Gaming, and Simraceway Performance Driving — demonstrated a strong track record of building technical teams, creating new markets, managing risk in complex environments, and delivering practical innovation at scale.

Today, Jonathan applies private sector discipline and entrepreneurial leadership to strengthen critical infrastructure, helping to ensure abundant, affordable, and secure water access for generations to come.

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## Experience

## OceanWell

2 years 4 months

### Chief Operating Officer

April 2025 - Present (1 month)

Menlo Park, California, United States

### Chief Business Officer

January 2023 - April 2025 (2 years 4 months)

San Francisco Bay Area

Ocean Well has redesigned desalination, transforming it from a crude, expensive, brute force technology used only as the water source of last resort; to a clean, elegant solution for sustainable, affordable and abundant, fresh water.

Ocean Well's modular sub-sea water farm technology uses hydrostatic ocean pressure at depths of 400m+ to naturally power a reverse osmosis process and make fresh water. We do this with vastly improved energy efficiency, no onshore plant, and no brine outfall. This eliminates the legacy technology burdens of high energy use, ecological impact, and a large industrial onshore plant.

## CNaught

### Advisor

July 2022 - December 2022 (6 months)

San Francisco, California, United States

CNaught is creating the world's most scalable carbon offset API platform . I supported founders in financing and GTM framing. Seed round successfully closed in Dec 2022.

## SVO.Auto - Special Vehicle Operations

### CEO & Co-Founder

January 2017 - January 2020 (3 years 1 month)

San Francisco Bay Area

SVO (Special Vehicle Operations), was a provider of test fleet services for autonomous vehicle developers starting early in the space with Waymo as its origin partner. It trained several thousand test operators across North America for most of the marquee autonomous vehicle brands. It also developed the first test fleet outsourcing programs in the domain, as well as niche risk management services for AV developers.

## Simraceway Performance Driving Center

CEO

August 2013 - January 2020 (6 years 6 months)

sonoma

The Simraceway Performance Driving Center was North America's leading racing and performance driving center, where a highly-trained team of 30 Formula 1 and Formula 3 technicians and professional drivers operated a fleet of more than 100 vehicles from a permanent 30,000 sq ft facility at Sonoma Raceway. In 2020 it was sold to the largest motorsport facility operator in the USA.

## Audi of America

General Manager, Audi sportscar experience

August 2013 - December 2016 (3 years 5 months)

Sonoma, California, United States

Audi Sportscar experience was Audi of America's factory driving experience program and operated from 2007 to 2016 as a sister brand to Simraceway Performance Driving.

## Ignite Game Technologies.

Co-Founder & CEO

May 2007 - August 2013 (6 years 4 months)

San Francisco Bay Area

IGT was an early eSports startup focused on competitive motorsport simulation. Ignite developed a highly detailed online racing simulation game - simraceway.com, in partnership with most major OEM's and several motorsport franchises. It created a large library of licensed automotive IP, modelled using LIDAR and real world physics. The company had a deep focus on player skill quantification, player skill matching and regulatory transparency for cash gaming. The company also developed a range of racing game specific hardware with its partner, Steel Series.

IGT raised \$20+ million in venture capital funding and grew to a team of 40 employees.

## VOTUM

Co-Founder

March 2003 - March 2007 (4 years 1 month)

UK

- Venture capital backed skill gaming start up focused on games with high value prizes.

- Operated in UK, Holland & Denmark.
- Led initiative with Allen & Overy, Ernst & Young and the European Commission to create an analysis framework to legally classify and regulate skill-based games.
- Responsible for product, strategy, business development and regulatory compliance.

## Greenchip Investments

Venture Manager, TMT investments

January 1999 - February 2003 (4 years 2 months)

UK

- Reporting to the Investment Director. Responsibilities included parsing Technology Media Technology deal flow, investment analysis, and supporting the Investment Committee with due diligence on all TMT transactions.
- Supported management of live TMT investments.
- Advised distressed Anglo-Swedish investment fund for a related LP.
- Advised MBO of 100+ store retail chain.

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## Education

University of Exeter

MA, Finance & Investment · (1997 - 1999)

Chartered Institute for Securities & Investment

MSI Dip, MSI Full Institute Diploma (Investment Analysis, Regulation & Compliance) · (1997 - 1998)

The London School of Economics and Political Science (LSE)

Game Theory · (1997 - 1997)

Imagine H2O

· (April 2024)