

George Varvarelis
FOUNDER & CEO, AUGMENTA

"If You Can Dream It, You Can Do It"

George is a farmer and an engineer. He did his Master's in Robotics and then started his Ph.D. in computer vision related to precision agriculture.

He spent a few years in the defense industry before becoming the founder and CEO of Augmenta in 2016 which CNH acquired (NYSE: CNH) in 2023.

His life goal is to augment the capacity of arable land and help feed the growing world.

FORUM
2025

THE STORY
BEHIND THE QUOTE

When words become beacons and mirrors

Chapter II