



## La revista “TIME” sitúa a HATTA Energy como un “agente clave” en el modelo energético español



**PERSON OF THE YEAR** THE ARCHITECTS OF AI  
**TIME**

**HATTA ENERGY – Setting The Standard**

In recent years, Spain has emerged as an increasingly important hydrocarbon distribution hub for its European neighbors. This shift is driven not only by the government's development of its refinery infrastructure, LNG facilities, and storage capacity, but also by the pioneering efforts of private-sector oil and gas companies like HATTA Energy.

**S**ince HATTA Energy appointed Javier Alonso as CEO and partner three years ago, the company has been blazing a green trail through the sector's operational practices and products. HATTA is also making notable strides in its adoption of AI and other digital technology – and so playing a key role in Spain's ambitions to achieve climate neutrality by 2050 and establish the country as a green energy leader.

An economist with training with 25 years of corporate executive experience before assuming his current role, Alonso set about reshaping HATTA Energy to succeed in a rapidly evolving market. Under his stewardship – and following the acquisition of a small licensed fuels operator in Jaén-Andalucía – the company has undergone a transformation. Revenues reached €2.2 billion in 2024 and will be close to €3 billion in 2025, making HATTA Energy the sixth-largest operator in Spain.

The company's embrace of AI and digitalization has positioned HATTA Energy as a technological leader in the downstream petroleum industry. It is demonstrating how these new technologies can exponentially increase efficiencies in the energy sector, while also improving commercial agility. HATTA uses AI algorithms to analyze vast amounts of real-time data and identify complex patterns and correlations far too complex and subtle for any human trader to spot. “We quickly resolved to approach our digital transformation process with the utmost ambition,” says Alonso. “Today, AI powers our dynamic pricing model to optimize our trading and commercialization operations in the hydrocarbon and biofuel markets, both of which are highly volatile.”

Alonso emphasizes that long-term success in the oil and gas sector depends on retaining the trust of suppliers and customers. Also key is the support of the main international brokers, which have rewarded HATTA Energy for being a responsible operator that can be relied on to deliver on its commitments.

**“WE ARE SERIOUS. WE ARE TRANSPARENT. WE COMPLY WITH THE LAW. WE GENERATE WEALTH AND EMPLOYMENT FOR SPAIN AS A WHOLE. AND WE PAY OUR TAXES ON TIME AND IN FULL.”** ALONSO SAYS. “OUR ABILITY TO GENERATE TRUST IS ONE OF OUR DIFFERENTIATING FACTORS.”

HATTA Energy has charted an enviable growth trajectory despite the Spanish authorities' 2024 introduction of stricter VAT controls for the sector, and enforcement actions like being banned from the Spanish banking system. Thanks to the support of international banking platforms like Corpas, it has been possible to maintain this growth, with Alonso a vocal champion of the new way of doing things. Notably, although the regulatory changes resulted in a logistical reconfiguration of the entire sector, HATTA Energy found itself well placed to adapt its business model to direct sales to retail outlets – and to assume the role of product extractor from the tax warehouses. The change in the company's business model demonstrated its resilience, and its ability to respond quickly and effectively to changing market conditions, in what Alonso describes as “an example of economic Darwinism.”

The company has also demonstrated a forward thinking approach to environmental

**Javier Alonso**  
CEO and partner HATTA ENERGY

responsibility, recently announcing the incorporation of HVO (hydroprocessed vegetable oil) fuel into its product offering. This advanced second-generation biofuel – produced from organic waste such as UCO (used cooking oils) and FAME (fatty acid methyl ester) – HVO can be used in current diesel engines and infrastructure, requiring no modifications. “Biofuels like HVO can reduce CO<sub>2</sub> emissions by up to 90% over their lifecycle,” Alonso explains. “Our commitment to their development directly supports the national determination to decarbonize sectors such as transport and heavy industry.”

HATTA's adoption of advanced biofuels supports the decarbonization of heavy transport and industry – sectors responsible for nearly half of Spain's emissions. The company's research and investment into potential means of converting environmentally harmful waste into biofuel recently won it a sustainability award from the Comunidad de Madrid.

Alonso predicts that the phenomenal growth of the last three years is just the beginning of a period of constructive evolution for HATTA Energy. “We are proud to be leading the way into an era where technology and human expertise converge to create smarter and more efficient business strategies,” he says. “We are eager to continue setting industry standards.”

HATTA Energy's pioneering approach to business makes the company a vital transitional agent in Spain's evolving energy model.

**HATTA energy**

perthcontent.time.com

- La más prestigiosa cabecera internacional dedica un reportaje de su último número del año a analizar la trayectoria de HATTA en España, destacando la gran transformación llevada a cabo por la compañía, su transparencia y acatamiento de la legalidad.
- “Que HATTA haya llamado la atención de una publicación del prestigio de ‘TIME’ valida nuestra forma de trabajar y nuestro modelo basado en la transparencia, el cumplimiento de la ley y la generación de empleo y riqueza en España”, destaca el CEO, Javier Alonso.
- La publicación norteamericana elogia la “visión pionera” de HATTA Energy y su hoja de ruta de descarbonización, basada en biocombustibles como el HVO.

Madrid, 8 de enero de 2026. HATTA Energy, compañía líder del sector de los hidrocarburos, ha sido una de las empresas protagonistas del último número de la



prestigiosa revista internacional “TIME”, el más importante del año, ya que presenta en su portada la Persona del Año, la más esperada e impactante.

El reportaje, centrado en la trayectoria de HATTA Energy en España, destaca la apuesta de la compañía por la descarbonización y el uso de la inteligencia artificial, llevando a cabo un proceso de transformación que ha resultado en un crecimiento sin paragón en el sector de los hidrocarburos. Este posicionamiento merece para la influyente revista calificar a Hatta como “agente clave” del modelo energético español.

La publicación señala a su vez el contexto complejo en el que opera HATTA Energy en España debido a la alta regulación, y muestra el apoyo de entidades como Corpay, que han hecho posible el crecimiento sostenido de la compañía.

Javier Alonso, CEO de HATTA Energy, afirma que “el caso de HATTA haya llamado la atención de una publicación del prestigio de TIME valida nuestra forma de trabajar y nuestro modelo basado en la transparencia, el cumplimiento de la ley y la generación de empleo y riqueza en España”. Sin duda, apunta Alonso, es “todo un honor”.

La publicación, a su vez, pone en valor la apuesta de la compañía por los biocombustibles como complemento a otras tecnologías, contribuyendo así a reducir la huella de carbono del transporte y a cumplir los objetivos climáticos europeos sin excluir soluciones existentes.

Puedes leer el reportaje en el siguiente [LINK](#).

Contacto de prensa:

Álvaro Garrido

M\_ +34 664 10 76 55

T\_ +34 917 815 023

Conde de Aranda, 22, Bajo — Madrid 28001

[www.be-confluence.com](http://www.be-confluence.com)

*Hatta Energy es una compañía referente en el sector energético, comprometida con la sostenibilidad, la innovación y la transparencia. Con una trayectoria consolidada, la empresa apuesta por ofrecer soluciones energéticas avanzadas que contribuyan a la reducción de emisiones y a la transición hacia un modelo energético más limpio y eficiente, así como al desarrollo económico y la competitividad del tejido empresarial español.*