

Executive Biography

Eric Johnson

Vice President, Marketing



With more than 20 years of business-to-business marketing experience in both commodity-based and high technology industries, Eric Johnson is responsible for leading the company's marketing efforts across all product and service lines.

Since joining SolArc in early 2008, Johnson has applied his expertise in market strategy, Web-based marketing, advertising, design and brand management, among other areas, to the newly created vice president of marketing position.

Key initiatives introduced by Johnson include the new corporate Web site, a social media program to communicate in real-time with customers and others interested in SolArc, and an advanced search engine optimization and lead tracking process. Johnson's role is integral to support and drive SolArc's continued growth and expansion into new markets.

Prior to joining SolArc, Johnson served in senior executive marketing roles within Halliburton and Landmark Graphics, as well as leading the marketing group for BMC Software.

Johnson graduated from the University of Texas at Austin with a Bachelor of Arts. He also holds a Master's of Science degree from the University of Edinburgh in Scotland.

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