

Eric Homberger joined True Elements in May 2022 as VP, Strategic Business Partnerships. Previously, Eric led a Global team focused on Digital Transformation of Sales, Marketing & Commerce processes for BASF's Agricultural Solutions Division. Over 12 years with BASF, Eric held a variety of leadership roles across Finance, Data Management, Sales and Program Management. Prior to BASF, he worked in a range of industries across 4 continents during his time at Honeywell's Automation & Control Solutions division and in General Electric's Audit Staff. Eric holds a bachelor's degree in Finance from Michigan State University and an MBA with a focus on Marketing & Leadership from New York University's Stern School of Business.