



Executive Bios

Brad Anderson

Chief Executive Officer

As Chief Executive Officer and one of three original founders in 1991, Brad Anderson has overseen SolArc's rapid growth from a startup company to its current position as a leading provider of software and services for global commodity trading and risk management. Under his leadership, SolArc has grown to provide mission-critical software and services to more than 70 industry-leading companies around the world.

In 2004, Brad oversaw the strategic relocation of the corporate headquarters from Tulsa to Houston. Since then, the company has grown rapidly in Houston and continues to maintain a large development and support staff in Tulsa. SolArc opened its first international office in 2006 and now has offices in Houston, Dallas, Tulsa, London and Singapore.

SolArc has twice been named to the Houston Fast 100 and FastTech 50 lists for the fastest growing companies and high-technology firms in Houston by the Houston Business Journal. Anderson has twice been named to the Top 50 People in Energy IT by New Energy Economy and Commodities Now.

A strong believer in community involvement, Brad personally supports and encourages SolArc employees to participate in a range of charitable activities in the communities where the company works. These include the Carl McCain Foundation, Houston Livestock Show and Rodeo, Toys for Tots campaign, United Way and many other community-based activities around the world. Anderson has served as an advisory board member for The Street School, a non-profit alternative education program.

Anderson earned his Bachelor's in Electrical Engineering at Oklahoma State University. Prior to founding SolArc, Anderson designed systems at Andersen Consulting.

Stephen Odom

Chief Operating Officer

As Chief Operating Officer, Stephen Odom is responsible for the day-to-day operational management and performance of the company. Odom has been a member of the SolArc Board of Directors since 2004, and is a 20-year veteran of the software industry. He has successfully provided executive leadership, as well as merger and acquisition guidance, to a number of public and private high-tech companies.

Prior to joining SolArc, Odom was COO and CFO of Permeo Technologies, Inc., a leading provider of on-demand information security solutions, from 2004 until its acquisition by Blue Coat Systems in 2006.

Previously, Odom was COO and CFO of Mission Critical Software, a leader in systems management software for the Microsoft Windows platform, until its merger with NetIQ Corporation in 2000. He also held executive positions as CEO of Neon Systems and CFO of Learmonth & Burchett Management Systems until it was acquired by Platinum Technology in 1998.

In addition, Odom advised numerous high-tech companies as a partner with PricewaterhouseCoopers.

Cynthia Haynie

Chief Technology Officer

Cynthia Haynie is responsible for establishing the strategic long-term goals and direction for SolArc's product solutions as well as directing supportive product development efforts.

Haynie has served in senior-level management positions with several companies including ROME Corp., a credit exposure software startup, and Caminus, a trade management software company acquired by SunGard in 2003.

She also played key management roles with companies such as Altra Energy Technologies, Business Records Corporation and IBM.

Haynie has a Bachelor's degree in Electrical Engineering from Texas A&M University, a Master's degree in Information Systems from Denver University and a Master's degree in Technology Management from Pepperdine University.

Aramis Alvarez

Vice President, Global Services

As Vice President of Global Services, Aramis Alvarez is responsible for the worldwide delivery of SolArc software solutions and manages the professional services operations to implement RightAngle and the SolArc Natural Gas Solution.

Prior to joining SolArc in February 2010, Alvarez served in executive roles at Motive, Jacada and Allegro Development. In these strategic roles, Alvarez managed global consulting and training operations, successfully improving customer satisfaction and product quality. Alvarez also has held senior roles with several Fortune 500 companies such as Dun & Bradstreet, PeopleSoft and Siebel Systems.

Alvarez earned his Bachelor of Business Administration in Computer Information Systems from Georgia State University.

Susan Bauch

General Counsel and Corporate Secretary

As General Counsel and Corporate Secretary, Susan Bauch manages the overall legal operations and administration of SolArc. In this role, Susan advises the management team on day-to-day operations and strategic decisions and manages general corporate and regulatory compliance.

Susan's responsibilities include drafting and negotiating contracts, including software license, marketing, consulting and partner relationships; identifying and protecting SolArc's intellectual property rights; ensuring government compliance with entities such as the Commodities Futures Trading Commission and Federal Energy Regulatory Commission; managing and directing outside legal counsel and addressing day-to-day employment and labor matters.

Bauch began her career with Fulbright & Jaworski and spent time at Altra Energy Technologies, both in-house and as a consultant.

Susan earned her Doctor of Jurisprudence degree from South Texas College of Law, as well as a Bachelor of Science in Business Administration, Finance degree from Georgetown University.

Scott Creed

Vice President, Strategic Solutions

In his role of Vice President of Strategic Solutions, Scott Creed works with a wide spectrum of SolArc teams, including sales, engineering and delivery to define new functionality, packaging and delivery models.

Prior to taking responsibility for strategic solutions, Creed served as the Vice President of Software Development, a position in which he led a team of more than 40 developers in designing, developing, maintaining and managing quality assurance practices for SolArc's RightAngle platform. During his tenure in that role, he and his team enhanced the platform by adding financial instruments and risk management tools and expanded its capabilities to serve customers focused on crude and refined products.

Creed's earlier roles at SolArc include Chief Architect for the scheduling functionality on the platform development team and Sr. Business Analyst in SolArc's consulting business. He is a certified software development instructor.

Prior to joining SolArc in 1994, Creed worked at Monsanto Chemical, building quick-hit applications with a select IT "SWAT" team.

Creed graduated from Washington University in St. Louis with a Bachelor's degree in Computer Science.

Mark Crosno***Vice President, Sales for Americas***

As Vice President of Sales for the Americas, Mark Crosno is responsible for software license revenue and demand generation.

Prior to joining SolArc in 2006, Crosno held executive positions at Chevron, Aquila and Enron in the energy sector and several executive software sales and marketing roles at Altra Energy and ROME Corporation.

Jeff Fiesinger***Vice President, Finance***

As Vice President of Finance, Jeff Fiesinger is responsible for the financial, accounting and administrative activities to measure business performance and support SolArc's domestic and international operations.

Fiesinger brings to his role at SolArc public and private enterprise experience in technology, energy and other industries, including mergers and acquisitions and global financial and administrative management of diverse software and service organizations.

Prior to joining SolArc, he served as Vice President of Finance for EquaTerra, Inc., a leading global IT and business process advisory firm, where he helped the organization expand significantly through organic growth and acquisition. Fiesinger also served as Director of Accounting for worldwide operations of Neon Systems Inc., a mainframe and web services software developer, until its sale to Progress Software Corporation in 2006. Previously, he advised numerous companies as a manager in the audit and business advisory practices of PricewaterhouseCoopers and Arthur Andersen.

Fiesinger holds both a Bachelors degree in Business Administration and a Master's degree in Accounting from the University of Texas at Austin. He is a licensed CPA.

Ray Hall***Vice President, Sales for EMEA and Asia Pacific***

Ray Hall is responsible for software license revenue, demand generation and partner management for the EMEA and Asia Pacific regions. In 2004, he joined SolArc to lead business operations and build a team to cover sales for SolArc in EMEA.

Prior to SolArc, Hall was Vice President and General Manager at AspenTech, a software company for the process industry. During a tenure that began in 1996, he played a crucial role in the company's growth. Hall began his career at a Boston-based digital equipment company where he held a number of management and sales management positions.

Catherine Hughes***Vice President, Services Operations***

In her role as Vice President, Service Operations, Cathy Hughes leads SolArc's implementation and training services teams. These teams are responsible for all customer product implementations, as well as SolArc customer and partner training on SolArc's integrated software platform.

Hughes works with a variety of SolArc staff members and independent consultants to provide customers with the combination of skills and expertise needed to make their projects successful. Since she joined SolArc in 2002, Hughes has served in various roles including leading the professional services and software development groups.

Prior to joining SolArc, Hughes gained management experience working at Ernst & Young LLP, where she provided strategic and innovative business solutions for Fortune 500 companies. Hughes was also a practice director with Cerner Corporation, where she was responsible for a number of key customer accounts.

Hughes received a Bachelor's degree in Economics, English and Management from Rice University in Houston.

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.

Roger Rowe***Vice President, Account Management***

In 2006, SolArc re-dedicated its efforts to long-term customer success by appointing Roger Rowe as Vice President, Account Management. In this role, Roger is responsible for maintaining and building relationships with SolArc's established customers, sponsoring the RightAngle User Group and providing the customer's perspective to SolArc's strategic direction.

Prior to creating the account management teams, Roger held various roles at SolArc with responsibility for Strategic Development, Customer Care and Product Management. Roger joined SolArc from SAP AG, where he was responsible for product rollout and requirements gathering for all of SAP's oil and gas customers in the Americas.

Roger also brings more than 24 years of petroleum industry experience to the SolArc Executive Team, having served in a wide variety of IT and Operations roles at CITGO Petroleum Corporation in Tulsa, Oklahoma.

Roger holds a Bachelor's degree in Mathematics and a Master's degree in Information and Computing Sciences from the University of Oklahoma (OU). Rowe currently chairs the Board of Advisors for OU's School of Computer Science.

Michael Snayd***Vice President, Global Sales Solutions***

As the Vice President of Global Sales Solutions, Michael Snayd manages a global group of pre-sales subject matter experts who partner with the client to identify complex business requirements then develop and demonstrate the appropriate mix of products and services for that client.

With more than 15 years experience in energy services and enterprise software sales, Snayd has extensive knowledge of the commodity management and trading industry. His background provides the perspective necessary to understand client processes and challenges and tailor solutions to satisfy the need.

Prior to joining SolArc, Snayd held a number of executive positions in pre-sales and sales with SunGard Energy, Allegro Development and AmGas MidAmerican Energy. Most recently he was Vice President of North America Pre-Sales at SunGard Energy Systems, where he managed a team that assisted with client relationships, requirements gathering, negotiating and project implementation start-up.

Snayd attended the College of DuPage in Glen Ellyn, Illinois.

Mike Snow

Vice President, Product Development

In the role of Vice President of Product Development, Mike Snow manages the day-to-day product development operations for all SolArc solutions to deliver the company's product vision and roadmap.

With more than 30 years of experience in product development and engineering, Snow has considerable experience in technology strategy, business development and delivery of enterprise products to support large scale, high volume operations. Snow has successfully managed multi-location development organizations to deliver enterprise products in several industries.

Prior to joining SolArc, Snow served in executive software development positions with Sunquest Information Systems, Carreker Corporation, Quantra Corporation and Hogan Systems.

Snow graduated from Oklahoma State University with a Bachelor of Science degree in Business Administration.