



Eric A. Torykian

Executive Director

Eric A. Torykian was named executive director of Mission Geo in 2024. He brings more than 30 years of increasingly responsible leadership positions in sales and finance to Mission Geo, including in the HVAC, sustainability, renewable energy, and multi-family housing categories.

Eric most recently was head of HVAC business development at Mosaic, a provider of point-of-sale financing delivered through a national network of contractor partners. He was responsible for creating, fostering, and growing strategic partnerships with OEMs, distributors, enterprise sales organizations, and other partners in the HVAC market. As a seasoned team builder, sales trainer, and trusted confidant, he helped hundreds of HVAC owners grow their businesses by offering point of sale payment solutions as an imperative part of the in-home sales process.

Eric also brings to Mission Geo a background in the multi-family housing category, a target market for geothermal heating and cooling systems. He headed the consulting division of an affordable housing developer, providing comprehensive energy efficiency consulting and system engineering services to help clients reduce operating expenses, attract subsidies, and increase tenant health and safety.

Other experience includes managing sales for a manufacturer of fuel cells used in compact power and heat energy systems for residential and commercial buildings.

Eric's professional accomplishments include launching a consumer lending platform exceeding \$200 million in annual loan originations that included 50% from HVAC contractors, using credit and risk data to increase residential customer accessibility to geothermal loans and growing geothermal loan originations by 2,900% in two years.

Eric is a regular keynote and panel speaker at trade conferences. He has an MBA in Finance and Economics from the USC Marshall School of Business and a BS in Business from the University of San Diego.

Eric lives in San Diego with his wife and two children. He and his family enjoy anything near, on or in the ocean.