Eric Starkloff

President and Chief Operating Officer National Instruments

As president and chief operating officer, Eric Starkloff leads National Instruments’ (NI’s) global sales, marketing, and research and development organizations. His responsibilities include identifying the markets to drive the growth of NI’s leading software-defined platform and aligning the teams to execute the strategy. His experience and leadership have focused on developing and delivering results driven by disruptive technology and informed by customer needs.

Since joining NI in 1997, Starkloff has held many leadership positions, including teams that pioneered industry adoption of systems platforms such as PCI eXtensions for Instrumentation (PXI) and CompactRIO. He served as executive vice president of global sales and marketing from 2014 through 2018, leading a global sales evolution and targeted market strategy focused on growth opportunities in the semiconductor, transportation, aerospace, defense, and government industries.

Starkloff is a thought leader on topics such as the internet of things, 5G communications, and autonomous vehicles. He has served on advisory boards for the Charles L. Brown Department of Electrical and Computer Engineering at the University of Virginia, the Bradley Department of Electrical and Computer Engineering at Virginia Tech, and the Wireless Networking and Communication Group at The University of Texas at Austin. He is involved with the Austin community and was a founding board member of Urban Roots, a sustainable agriculture program that transforms the lives of young people.

Starkloff earned a bachelor’s degree with high distinction in electrical engineering from the University of Virginia.