

## DONALD F. HOFFER Resume as CV – December 2015

2036 Boston Township Line Road  
Richmond, IN 47374

cell 765-969-1687, home 765-939-6021  
[hofferdf@miamioh.edu](mailto:hofferdf@miamioh.edu), dfh1203x@gmail.com

---

### SUMMARY

Currently, I am a full time Instructor of Marketing and class manager for Principles of Marketing courses at Miami University, Oxford, Ohio. I have been at Miami since 2005. My business experience is based on a career of Sales, Marketing, Information Technology and Operations and Executive leadership at several companies, IBM and US Bank on the large side and several smaller companies. I have solid experience in sales, financial management, project management, development and managing IT customer care and service groups such as CRM, Call Centers, Web and Interactive Voice Response including a strong focus in IT finance and budgeting.

### EXPERIENCE

#### MIAMI UNIVERSITY, MARKETING DEPARTMENT, Oxford, OH 2005-Present

Instructor in Marketing at Miami University, Richard T. Farmer School of Business.

- Instructor for Principles of Marketing, MKT 291 - 3 sections full time
- $\frac{1}{4}$  Time Position as Class Manager for Mkt 291 and Assessment Coordinator for Mkt 291 sections
- Marketing Department representative for University in the President's Top 25 classes focus
- Member of Center and Committee for the Enhancement of Learning Teaching and University Assessment; 2009-2010 Faculty Learning Inquiry Group looking at Learning Management System replacement for BlackBoard from a Faculty point of view. Replaced with Sakai.
- Only non-tenure track member of curriculum development team for MKT 291 pedagogy change

#### PRIVATE MARKETING CONSULTANT, Richmond, IN 2004-Present

Consulting in Marketing, Sales, and Business Development.

- Marketing and Business consulting; brochures, signage, digital photography, trade shows, Internet
- Current/recent Outside Marketing Consulting - **more details at end of document**
  - Computer Training International
  - Lucinda's Interiors
  - Byrd Tree Planting Service and Nursery
- 

#### BEST BUY CORPORATION (CONSULTANT), Minneapolis, MN 2004

Contract position as Project Manager in new Business-to-Business initiative.

- New Project architecture and vendor selection
- Program start-up project management for labor, software, hardware, schedules

#### U.S. BANCORP BUSINESS TECHNOLOGY CENTER, St. Paul, MN 1998-2002

##### Vice President, Internet Development - Conversion, Budget and Middleware, 2001-2002

Led Internet site merger for Firststar Bank and US Bancorp. Responsible for development of middleware enterprise request broker software system supporting Internet J2EE access to mainframe systems. Managed 30 staff and \$3 million budget. Managed overall area accountability for \$60 million Internet Development budget.

- Designed and implemented new Budgeting and Finance system that integrated cost benefit and risk assessment with Business Line input in the budgeting and tracking cycles. Extensive forecasting by project and timely tracking produced strong fiscal management. This was to become the model for entire Bank IT organization budget process.
- Successfully led Web Site merger activities for U.S. Bank and Firststar Bank. Converted over 1,000,000 customers from Firststar web site to US Bank web site also with over 1,000,000 customers with minimal disruption, meeting all budgets and deadlines.

**Vice President, Internet Development - Engineering and Infrastructure, 2001**

Responsible for Internet system hardware and software, vendor relationships, software contracts, estimation and procurement of hardware and software for Internet development and for development of middleware enterprise request broker software system. Managed 45 staff and \$6 million budget.

- Developed and managed a new purchasing department. Supported design, ordering and implementation of servers on corporate wide basis improving implementation time by 50% .
- Re-negotiated a vendor contract that saved \$1.4 million annually.

**Vice President, Customer Care and Access, 1998-2000**

Manager of CRM systems, Call Center systems, Interactive Voice Response Unit systems and enterprise request broker software systems. Responsible for vendor relationships, professional services, contract management, software system estimation, design, development and support. Managed 80 staff and \$12 million budget.

- Managed the Middleware function, which gave access to US Bancorp mainframe data warehouse for call centers, IVR, CRM and Internet access. Provided architecture support for application access to data.
- Established new development estimation and forecasting tool. New tool provided repeatable estimates, which tracked to actual results, yielding 75% more accuracy and 75% faster business cases yielding less rework and saving money.
- Managed implementation of Customer Relationship Management (Siebel CRM) across several business lines, resulting in adoption by new management as the bank standard.
- Reorganized inherited programming area to end its dependence on contractors. Was able to replace all contractors with full time employees and implement training to save bank \$850,000 annually.
- Managed implementation of a new Computer Telephony Integration system supporting a new Interactive Voice Response (IVR) system and multiple Call Centers, eliminating lost customer IVR input and resulting in faster answers and fewer agents, which cut cost of service.
- Managed successful Y2K transition for 3 major mainframe systems and over 50 IVR systems running 12 applications with no customer disruption and meeting all regulatory requirements.

**EULER SOLUTIONS TRAINING CENTER, Minneapolis, MN**

**1996-1998**

**Senior Marketing Representative**

- Responsible for sales to large account clients for training center providing UNIX, Java, Web Development, C++, C and Microsoft programming classes.
- Increased sales dramatically. Grew annual sales of under \$200,000 to \$1.4 million in 18 months.

**TECHNOLOGY CONCEPTS, INC., Rochester, MN****1994-1995****Vice President, Marketing**

Responsible for creating requirements, marketing strategy and materials for new Real Estate Software System. Created and managed training and initiated customer care and support center.

- As a partner in a start-up company, documented all requirements for local MLS (Multiple Listing Service) system and initiated national marketing to other MLS Boards.
- Created customer support center.
- Participated in Business Plan and startup of company sales and marketing

**IBM, Rochester, MN****1977-1993****AS/400 Software Plan Manager, AS/400 Development Laboratory,****1988-1993**

Responsible for software plan for IBM Rochester programming laboratory including budgets, business case financial investments, dollars, alliances, external work for hire and software plan processes.

- Managed approximately \$500 Million plan and allocation of resources for Laboratory Manager. Key architect of new requirements process that prevented over-commitment of resources by executives through programmers.
- Designed and documented new requirements process for AS/400 division that balanced resources and involved users much earlier in process; this became the start for a new corporate requirement process.
- Owned two key ISO 9000 processes for compliance in software laboratory.
- Created business cases/plans for new model of System/36 and managed product planning to bring system to market 8 months ahead of schedule.

**Manager, Asia Pacific Product Marketing, Midrange Products,****1985-1988**

Responsible for developing and implementing the software strategy, business cases, requirements and initial rollout for AS/400 software in Asia.

- Responsible for business cases, cost benefit analysis and risk assessments for Asia requirements.
- Speaker and organizer for support, rollout, training and customer and partner roundtables in Japan, Singapore, Hong Kong and Australia, ensuring the successful launch of the AS/400 in Asia.

**Senior Planner, AS/400 Development Laboratory,****1977-1985**

Responsible for product development, finance and marketing for AS/400 and System/38 systems

- Implemented new forecasting process for S/38 and AS/400 that supported business case and risk assessments.
- Cut product cycle time from 18 to 9 months. Took over a project that was significantly behind and was able to develop a new product definition, verified product requirements and design with customers and assisted development in shipping the product early.
- Documented and owned requirements process for Malcolm Baldrige National quality Award winning submission.
- Designed a new publication to be available at announcement day to assist sales, marketing and partners. Improved availability of information by 6 months and increased sales.
- Speaker for the AS/400 software laboratory at worldwide customer and channel advisory councils.

Prior to 1977, held various sales and systems engineering positions for IBM in the field.

## EDUCATION

- M.S., University of Rochester, Rochester, NY - Marketing
- B.S., University of Rochester, Rochester, NY - Business Administration

## PROFESSIONAL SOCIETIES and OUTSIDE ACTIVITIES

- Current Member of Board for Wayne County Literacy Coalition - offers free training for volunteers and free one-to-one tutoring for adults in Wayne County who want to learn to read, write, do basic math or learn English as a second language.
- Current Member of Board for Birth-to-Five, a service organization dedicated to maximizing the social-emotional, intellectual, language and physical development of young children in Wayne County Indiana.
- Past Head of Strategy and Development (volunteer) for Kenyan Health Foundation (Sustainable Healthcare Enterprise Foundation - SHEF) . Led group that established pro forma business plan that allowed for expansion into large grant applications and other new revenue sources which will allow for expansion into several new countries.
- Past Member of the board, Professional Association of Computer Trainers (PACT) in Minneapolis, which led the efforts to modernize the organization offerings, monthly meetings, web site and the monthly newsletter, allowing the membership to grow.
- Member of founding group of Upper Midwest Siebel Users group, one of the first local groups to be recognized by Siebel Corporation.

### Details on current Outside Marketing Consulting Clients

- **Computer Training International**
  - Computer Training International Inc. - phone 612-209-2357  
600 Twelve Oaks Center Drive Suite 217  
Wayzata, MN 55431  
CA office is 805-565-3995
  - Technical Training contractors in all Geographic regions of the country and also develop Training Materials for e-Learning and Web facilitation. Starting our 20th year in business.
  - [www.go-cti.com](http://www.go-cti.com)
  - Owner and CEO, Ellen Zissler ezissler@go-cti.com
- **Lucinda's Interiors**
  - Lucinda's Interiors - phone 765-874-1183  
10679 South Arba Pike, Lynn, Indiana 47355
  - [www.lucindasinteriors.com](http://www.lucindasinteriors.com)
  - President Cindy Reed - cindy@lucindasinteriors.com
- **Brrd Tree Planting Service and Nursery**
  - Byrd Tree Planting Service and Nursery - phone 765-458-5400  
2854 North County Road 250 West  
Liberty, Indiana 47353
  - [www.byrdtreenursery.com](http://www.byrdtreenursery.com)
  - Owner John Byrd sales@byrdtreenursery.com

- Owner John Byrd [sales@byrdtreenursery.com](mailto:sales@byrdtreenursery.com)