



Creating a genuine connection between customer and company.

ABOUT ME

I am in my element when thinking outside of the box to bring products to market. In this environment, having a vision for the product and creativity in meeting deadlines that bring varying workflows together is the name of the game. The world is ever changing and we must constantly be thinking of what trends, social, economic, technological, or otherwise, are impacting our world. Data accurately shows us the past and in many ways can help show parts of the future. Data can also be what paralyzes us from seeing the future potential. To truly be innovative, we must be ready to challenge the norm and think of our end users. This is where I thrive, leading others to think differently and strategically about our work and what must be done today to build towards a future that our customers expect.

I have cultivated a diverse set of skills through my career. I have experience leading teams for reporting and analysis, budgets and forecasting, product strategy, and experience design. This gives me a unique perspective in operations, in finance, and in product. I have developed automation strategies that are still in place today and created many new ways to look businesses for top leadership. I motivate teams to always think of the customer and design experiences we believe in. I excel in cross-disciplinary teams that show the connection between business objectives and customer expectations.

Stanford University

2017 – Executive Education in Design Thinking

Seton Hall

2015 – Accounting Certificate

Rutgers University

2011 – B.S. Business Management

WHAT I LOVE

The only nonrenewable resource is time. I want to spend it doing the things I enjoy.

[Product Management](#)

[Product Strategy](#)

[Design Thinking](#)

[Business Design](#)

[Data Modeling](#)

[Process Improvement](#)

PORTFOLIO

You can read more about me and my latest projects on my page or LinkedIn. If you are looking for something specific, please contact me and I can respond directly.

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CONTACT

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BRAD HOFFMAN

I bring business metrics and customer insights together for innovative experiences.

Putty Insurance (puttyinsurance.com) – The Hartford

Role: Product Lead

Starting with the challenge of how to tackle writing construction differently, I began talking with customers about their needs and with internal team members about how we currently think about construction customers to create a new type of insurance. I conceptualized and released a project based insurance that is direct to consumer. We began with a very light beta test and with that success released a fully digital experience.

Trade School (servantsheartnj.org) – Servant's Heart

Role: Volunteer Product Lead

I supported a non profit that I volunteer with in setting up a trade school for the local area. This school meets a rising need for skilled labor. The focus is to give those an opportunity to experience a trade and find work where it previously was not possible. We launched September 2019 and have had 3 classes that have resulted in new knowledge and job opportunities for graduates.

Smart Setup (vzw.com/smartsetup) – Verizon

Role: Product Lead

Setting up a new phone can be a complicated process. My team was tasked with developing an experience to help those wanting to setup their new device from home. We started by talking directly to customers and store reps to understand what people would need to feel comfortable completing this process at home. Our end solution, driven by these customer needs, included product positioning and value proposition, rep training materials, print collateral, and a digital experience. The site guides customers step-by-step with clear visual instructions and prominent customer support options.

Jun 2021 – Today

CSAA – AAA Insurer

[Sr Dir Product Delivery](#)

Oversee full end to end for the purchase experience at CSAA for agents and customers. This includes all web assets, APIs, and strategic roadmaps.

Dec 2015 – Dec 2018

Verizon

[Director Product Mgmt](#)

Selected to spearhead strategy for company wide initiatives targeting financial feasibility, operational viability, and customer demand

Jan 2013 – Jun 2014

Verizon

[AD Reporting and Analysis](#)

Managed a reporting team
Automation development
SQL and VBA writing

Feb 2019 – Jun 2021

The Hartford

[Director Product Mgmt](#)

Focused on bringing new products to market for the company and coordinating all business logistics / insights to do so. Building the brand Putty Insurance.

Jun 2014 – Dec 2015

Verizon

[AD FP&A - NY/NJ Region](#)

Managed a team that identified opportunities and risks associated with budget and forecast models

Feb 2011 – Jan 2013

Verizon

[Prior to Management](#)

Trend analysis
Automation development
SQL and VBA writing

Barbara Higgins

[Chief Customer Officer](#) – Duke Energy Corporation

Brad shows curiosity, intellect and an openness to continually learn and improve. His ability to take experiences he has had and apply them to areas he has not experienced allow him to innovate and to create a fresh approach. His analytical rigor combined with quest to improve provide him the basis for success across a range of opportunities.

Kevin Zavaglia

[SVP Area President](#) - Intuit

I've worked with Brad Hoffman numerous times over the years. Each time I've been impressed with his knowledge of the business, and his ability to explain it at different levels. For example: If Brad is in front of the front line, he can make the information relevant to them while at the same time making it apply to vice presidents and higher levels. He is an extremely hard worker, and understands how important it is to connect and collaborate with his co-workers. Brad also likes to rock the bow-tie, which I personally am not a fan of, but looks great on him.

Anna Love-Michelson

[CEO](#) – Stoke.d

Brad was a student of mine in the Executive Education program at the Hasso Plattner Institute of Design (d.school) at Stanford. I was impressed with his ability to easily work with an incredibly diverse team. His quiet confidence helped those around him navigate uncharted territory and in many ways he acted as the glue for the project team.

Marc Zimmerman

[CFO](#) – Center for Transportation and the Environment

I've had the distinct pleasure of having Brad Hoffman on my team. Brad has many diverse skills, but his success is a direct result of his high-level combination of competency and drive. Probably the key skill to Brad's success is the unique ability to collect data, both from typical data sources and from communication. This results in statistically valid insights with "street cred" necessary to not just identify opportunities, but to truly move the needle and improve results. He has willingly stepped into many different roles & projects and used these capabilities to maximum effect. Brad is truly someone who would be an asset in virtually any situation.