

# **Jeff Hoffman**

**Partner & Co-Founder at ColorJar, LLC**

Greater Chicago Area, IL, US

Internationally recognized public speaker on the topics of innovation, leadership, entrepreneurship, and more.

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## **Biography**

Jeff Hoffman is a successful entrepreneur, proven CEO, worldwide motivational speaker, published author, Hollywood film producer, and a producer of a Grammy winning jazz album. In his career, he has been the founder of multiple startups, he has been the CEO of both public and private companies, and he has served as a senior executive in many capacities. Jeff has been part of a number of well-known companies, including Priceline.com, uBid.com, CTI, ColorJar, and more.

Today Jeff serves on the boards of companies in the US, Europe, South America, Africa, and Asia. He supports entrepreneurs and small businesses on a worldwide basis, serving on the boards of The Unreasonable Group, the global board of directors of the Global Entrepreneurship Network (supporting entrepreneurship in over 170 countries), the US State Department's GIST program (Global Innovation through Science and Technology, working in 49 emerging nations), the APEC Startup Initiative (the Asia Pacific Economic Council's 21-member nation association), and many others. He supports the White House, the State Department, the United Nations, and similar organizations internationally on economic growth initiatives and entrepreneurship programs.

Jeff is a frequent keynote speaker, having been invited to speak in over 50 countries. He speaks on the topics of innovation, entrepreneurship, and business leadership, and is the author of the book SCALE, a how-to guide for growing your business. Jeff also teaches innovation workshops to major corporations on a regular basis.

Jeff is a featured business expert seen on Fox News, Fox Business, CNN, CNN International, Bloomberg News, CNBC, ABC, and NPR, and in publications including Forbes, Inc., Time, Fast Company, the Wall Street Journal, and more.

In 2015 Jeff was honored with the Best of the Best Award from the national CEO association (Collegiate Entrepreneurship Organization) as well as receiving a Lifetime Achievement Award and being inducted into the Entrepreneurs Hall of Fame for his contributions to the field of entrepreneurship. He also received the Champion of Entrepreneurship Award from JP Morgan Chase, Citibank, and Rising Tide Capital, as well as receiving the George Brown Award for International Cooperation.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Internet, Consumer Services, Corporate Leadership, Music, Consumer Goods, Travel and Tourism, Airlines/Aviation, Non-Profit/Charitable, Advertising/Marketing, Entertainment

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## **Areas of Expertise**

Entrepreneurship, New Media, Leadership, Branding, Futurist, Entertainment, Innovation, Consumer Markets, Internet, Ecommerce

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## **Affiliations**

Mentor, Stanford University Venture Lab, Board Advisor, GIST (Global Innovation through Science and Technology) -- US Department of State, Mentor, Excelerate Labs (Business Incubator), Advisor, NASA Mars Rover Challenge, Advisor, GiveForward.com -- Medical Fundraising , Mentor & Teacher, The Founders Institute, Board Advisor, Music for Tomorrow - Non Profit, Board Advisor, EcoMyths Alliance - Non Profit

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## **Sample Talks**

### **The Power of Wonder**

(This is a talk I gave at TED)

How to use childlike wonder to analyze, streamline, and focus your business for maximum performance.

### **Idea Harvesting**

How the world's most innovative people harvest and grow new ideas to constantly stay ahead of the competition.

### **The Art & Science of Innovation**

How to create a process of innovation in your company and your culture.

### **The New Rules of Leadership**

In a world where both our customers and our employees have changed dramatically, the way you manage your team and lead your company must change to match the times.

### **Startups - How to Launch and Grow Your Idea**

Valuable lessons on how to turn a great idea into a successful business, from a proven and recognized startup executive.

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## **Event Appearances**

### **Hundreds of Keynote Speeches in over 50 countries**

I have been a featured keynote speaker all over the globe, including major conferences like TED, CES, and others.

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## **Education**

### **Yale University**

Bachelor of Science Computer Science

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## **Accomplishments**

**Lifetime Achievement Award**

Lifetime Achievement Award in Entrepreneurship from the Collegiate Entrepreneurs Organization

**Hall of Fame**

Hall of Fame induction at National CEO Council

**Honorary Commander, US Air Force**

Recognition for civic contributions

**Chairman, Major League Baseball All Star Game Committee**

All Star Game Committee Chairman

**Chairman, American Association of Adapted Sports**

Charity organization for disabled children that won Congressional honor and Martin Luther King Humanitarian Award

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