



## Ian Hoffman

### Chief Marketing Officer

Ian Hoffman, Chief Marketing Officer, is responsible for branding, marketing and communications strategy for Applied. A software industry veteran, Hoffman brought more than two decades of results-oriented, international marketing experience when he arrived at Applied in 2011. He developed his expertise in strategic planning, brand development and integrated marketing and communications functions at global software companies including Intergraph Corporation, an organization at the forefront of geospatial and computer-aided design software. As senior vice president of Marketing, Hoffman was part of the Intergraph management team responsible for transforming the company's global operation in more than 50 countries worldwide. Prior to Intergraph, Hoffman was vice president of Global Marketing at Solution 6 Holdings, the largest software company in Australia; and vice president of Marketing at Novient, a major provider of software for professional services automation. Hoffman holds a bachelor's degree from Florida State University.