

# The FUEL

To Accelerate Your Business Success



Full Stack Marketing Services Leadership

Updated 2024

# Dan L. Hoff

Exceptional Full-Stack Marketing Leadership

---

In my history, I have worked as a direct contributor, marketing leader, director, and CMO. In that time, In those roles, I have been consistently known as a trusted marketing advisor and valued resource.

My business background has ranged from small- to medium-sized start-up businesses within the emerging technology startup space to some of the most widely known and respected brands. Through that experience, I have developed the tools, techniques, and skills that will help accelerate your business and launch it to success.

The world of business moves fast. And the pace is only increasing and showing no signs of slowing. And if you're struggling to keep pace, it may be time for a boost.

## I help businesses when they need to improve their business results and sales outcomes

I take a highly pragmatic approach to marketing, designed to complement, not change, your approach to business and that respects your unique business values.

For the past few years, I have specialized in working with Small- to Medium-sized companies, whether pre-revenue start-ups or seasoned firms. I have had significant success at these companies across a broad range of business issues. Some included the most complex challenges that can be addressed through strategic marketing programs.



## I have helped companies . . .

- Grow their existing business through improved marketing, innovative programs, and initiatives
- Enter new markets with existing products or services
- Develop and validate entirely new business opportunities or launch an entirely new product
- Integrate businesses and brands as a result of acquisitions or company re-organizations

## Capabilities of Dan Hoff:

- SaaS Specialty Market Planning and Launch
- ABM Program Development and Delivery
- Positioning Strategy and Program Implementation
- Demand Generation Programs
- Thought Leadership Marketing Services
- Inbound and Outbound Marketing Programs
- Marketing Plan Development and Budgeting
- Lead Generation Strategies and Programs
- Content Marketing Programs
- Field Sales Support Strategies
- B2B Marketing and Sales Programs
- Sales Tool and Collateral Development
- Online and Event Marketing
- Full Funnel Nurture Marketing
- Content Development – Web/Blog
- Email and Webinar Programs

# Dan L. Hoff

Exceptional Full-Stack Marketing Leadership

---

## Brief Profile

For the past 20+ years, I have “lived” at the intersection of software, technology, and marketing. During those years, I have been an entrepreneur, direct contributor, senior leader, and marketing executive.

I have accumulated a unique background that combines the worlds of sales and marketing with deep experience in:



- Sales Enablement and Selling Support – on and offline
- Software/Technology Services Marketing
- Lead Generation/Funnel Marketing
- Traditional [4-P type] Marketing
- Event Marketing – on and offline
- Direct Marketing – B2B and B2C
- Inbound and Outbound Marketing
- Social Media Marketing
- And Content Marketing

I thrive on complicated problems, am an avid C This characteristic has been at the core of my success in local, regional, national, and international marketing initiatives for some of the top names in technology and software.