

# Dan L. Hoff

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## Exceptional Full-Stack Marketing Leadership

*With a strong background in growing a B2B SaaS business from launch to landing*

### SUMMARY

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

I have been an entrepreneur, founder, direct contributor, and senior business leader with a focus on emerging B2B, and SaaS technology startups. I "live" at the intersection of software, technology, and marketing and have deep experience in digital, traditional, and especially, full-stack marketing. I am accomplished in the art and science of marketing.

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. That experience has allowed me to develop the tools, techniques, and skills to help accelerate business and launch to success.

I thrive on complicated problems and am an avid "growth hacker" who is not afraid to iterate to arrive at a full solution. This characteristic has been at the core of my success in local, regional, national, and international marketing initiatives for some of the most innovative emerging tech companies.

### EXPERIENCE

Fresh Pass, Inc. [Software Development – Subscription Services Management Platform]  
Seed Funding Stage Startup June 2024 – Present, CMO, Executive Committee

Recruited to lead all marketing and to aid in the quest for initial funding for the development and initial marketing. Redesigned the strategic message for the product, moving it from a point of direct competition within a mature market to the establishment of a separate market category for the product.

I have developed a full set of branding assets, a whitepaper, an online event program, and a preliminary sales strategic plan. The readiness plan for the MVP launch is currently being executed with encouraging early-stage engagement and funnel activity being generated.

ANHK Heath Tech [MedTech – AI/ML: B2B, SaaS]  
Pre-Seed Stage, August 2021 – November 2024, CMO and Board Member

I led the strategic marketing development, messaging, positioning strategy, website development, and UX. When I was recruited to join the company, it was a Pre-Seed and Pre-Revenue. It was initially offered as a SaaS AI platform.

The primary market targeted medical professionals at the large-clinic and enterprise hospital level. They had successfully developed a specifically trained AI to provide diagnostic and advanced treatment recommendations to attending physicians during patient engagement. It operated in the background on a physician's clinical laptop as a digital physician's assistant.

I successfully developed a highly targeted whitepaper and a companion thought leadership program tailored to clearly articulate a highly complex technology within a highly complicated industry. My initial work culminated in a partnership with the AMA and served as the primary vehicle for delivery during the AMA Winter Conference 2023.

Critica PPE [Supply Chain Mgt – Healthcare Industry: B2B]  
Funded Early Stage 2019 –2022

CMO providing Strategic Marketing, Messaging, Content Development, Campaign development, and website copy. Account Based Marketing program designed, developed, and launched during the second phase of the COVID-19 pandemic.

## Dan Hoff Marketing

Marketing Consultant and Startup Advisor - June 2009 - 2022

An independent contractor specializing in working with startups in emerging technologies providing full-stack marketing services. On a long-term or project basis, I work with business leaders to provide strategic marketing, planning, market research, messaging, demand generation programs, event programs, website and digital presence, content development and programs as well as full go-to-market, product launch strategic programs.

- Channel Ready [Print Industry Apprenticeship e-Learning Program: B2B, SaaS] Funded Association Program through Print Industries of America, 2015 –2022  
Launch Messaging program design and content development. Developed thought leadership designed for a through-customer program to advance the learning portal custom-developed for PIA.  
Whitepaper and content development for a product line offered by a company – Express Tubes – that had developed a sugar-based alternative to plastic tubes and packaging.
- ExtraSlice [Co-Working Space + Technology] Funded Startup, 2015 –2016  
Launch of a new entry into the existing co-working space, tailored to the technology industry of the Puget Sound Region. Recent expansion to California  
Launch, Messaging, and Strategy Consulting Role.
- Microsoft Corporation [Demand Development Program: B2B, SaaS]  
Messaging Strategy, Program Design, and Launch. Event marketing program development for SharePoint Services division
- New Vector [HR Technology: B2B] Self-Funded Startup in the Event Marketing Space  
Recruiter and HR Conference Development, Messaging and Launch. Charter event was budgeted as a financial loss of \$200K. With adjustments and programmatic adjustments to the event and the financial model, profit of \$110K was achieved for client. Consulting engagement.
- Vorsite Corporation [Enterprise Software Integration and SharePoint Development]  
B2B, SaaS - Sold integration software stack to Microsoft 2017
- FaciliTech, Inc. [Facilities Management Technology: B2B, SaaS] Sold 2018
- Serials Solutions [Library Collections Technology: B2B, SaaS] Sold to ProQuest 2011  
Marketing Director, Conference Strategic Planning, Digital Program Design

## EDUCATION

B.A., Business Management / Psychology, PoliSci, Pre-Law - Marketing Studies  
Western Washington University