

The FUEL

To Accelerate Your Business Success



Full Stack Marketing Services Leadership

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Dan L. Hoff

Exceptional Full-Stack Marketing Leadership

In my history, I have worked as a direct contributor, marketing leader, director, and CMO. In those roles, I was 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. The pace is only increasing, and there are 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 marketing approach, 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.



Broad experience across multiple industries

As my career progressed, I have been blessed with the opportunity to work across numerous industries and categories. This provided me with a broad perspective on my approach to marketing management.

- Banking, Finance, Financial Services and Real Estate
- Business and Marketing Consulting
- Events – Management, Planning and Delivery
- Construction - Residential, Commercial
- Print Industry
- Health Care
- Supply Chain and Logistics

With the bulk of my background having been B2B focused within the emerging Technology Industry

- Hardware Marketing
- AI platform development – ML/LLM
- MSP Services and Products
- SharePoint Services and Products
- MedTech and Health Tech
- FinTech
- EdTech
- Web Dev Platforms

I have helped companies . . .

- Growth Oriented by Design - Through organic programs, innovative programs
- Fuel for Business - Business Growth through Marketing Program Development and Delivery
- Innovative, Creative Marketing – Outside of the Box and Fresh Thinking
- Business and Market Expansion - Launching into new territories to expand market footprint
- Full-Stack Marketing Leadership – Developing and Managing Programs to boost the bottom line
- Pragmatic Approach – Data-Based Decision Maker that Adapts as Conditions Change

My Marketing Capabilities:

- SaaS Specialty Market Planning and Launch
- ABM Program Development and Execution
- Positioning Strategy and Program Implementation
- Thought Leadership and Content Marketing
- Inbound and Outbound Marketing Programs
- Marketing Plan Development and budgeting
- Strategic Marketing and Message Development
- Field Sales Support Strategies
- B2B Marketing and Sales Specialist
- Sales Tool and Collateral Development
- On- and Offline Event Programs
- Full Funnel Nurture Marketing
- Demand Generation Programs
- Lead Generation Programs

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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 "growth hacker" and I'm not afraid to iterate to arrive at a full solution. My management style leverages my finely tuned ability to coach, mentor, and motivate teams.

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.