

**Dan Hoffman**

*--Principal, Market Perspective--*

Dan Hoffman has over 30 years' experience in marketing research—as a teacher, consultant and practitioner. During that time, he has developed significant expertise in all aspects of marketing research, including research design, questionnaire development, analysis and reporting. He has worked on several hundred survey research studies, with particular emphasis in the areas of strategy, image, positioning, advertising development, customer satisfaction and new product development. Project experience includes the use of advanced statistical techniques to expand the clarity, insight and actionability of the research findings.

Since 1992, Dan has been an Adjunct Professor of Marketing at the Daniels College of Business, University of Denver, where he has taught marketing research and business statistics at the undergraduate and graduate level. In addition, he has taught marketing research at the University of Colorado and has appeared several times as a guest lecturer on a nationally televised distance learning course offered by Regis University.

For the past 26 years, Dan has been a principal at Market Perspective, a marketing research consultancy in Denver, Colorado. Prior to that, he spent several years at Talmey-Drake Research and Strategy, a marketing research firm in Boulder, Colorado, as a vice president with responsibilities for new business development, marketing, analysis, project management and client services. On the client side, he spent six years at ATC (now Spectrum) where he was a research manager. Dan has an MBA in finance and marketing from the University of Denver and an undergraduate degree in political science from the University of California, Santa Cruz.

Previous marketing research clients include the following organizations:

AAA Colorado	Karsh and Hagan Advertising
ABC Kids Climbing Gym	KBLCOM
Allegro Coffee	Lucent
American Animal Hospital Assoc.	McKee Medical Center
American Cancer Society	Micro Motion
American Express	MGA Communications
AMG/Guaranty Trust	Mind Extension University
AT&T Broadband & Internet Services	Midwest Dairy Association
Baetis (insurance)	MoneyGram
Banner Health	Mountain Miser
Better Business Bureau	Napa Valley Physicians

Blockbuster Video  
 BonaKemi  
 Bortz and Company  
 Centura Health  
 Cattlemen's Beef Board  
 Chemical Waste Management  
 Cherry Creek Arts Festival  
 Cheyenne Frontier Days  
 Children International  
 Children's Museum of Denver  
 CFCA, Christian Foundation for Children & Aging  
 Citicorp Retail Services  
 Coalition for a Tobacco Free Colorado  
 Coan, Payton & Payne  
 Colorado Daily  
 Colorado Department of Public Health & Environment  
 Colorado Education Association  
 Colorado Lottery  
 Colorado Mountain Club  
 Comcast  
 Coors  
 DATAlynx  
 Denver Art Museum  
 Denver Catholic Archdiocese  
 Denver Health  
 Denver Metro Alliance for HPV Prevention  
 Denver Newspaper Agency  
 Denver Post  
 Denver Rocky Mountain News  
 Dillard's Department Stores  
 Douglas County Library District  
 Dun & Bradstreet  
 Durango School District  
 Educational Marketing Group  
 Estes Park Medical Center  
 Evergreen Mountain School  
 Executive Telecard  
 First Trust  
 National Assoc. of Sec. Dealers (NASD)  
 National Cattlemen's Beef Association  
 National Jewish Health  
 Pinnacol Assurance  
 Netlink  
 PacifiCare  
 Popham Haik  
 Old Chicago Restaurants  
 OnStream  
 Peri Marketing & Public Relations  
 Presbyterian St. Lukes Hospital  
 Regional Air Quality Council  
 Regis University  
 Rock Bottom Restaurants  
 Rocky Flats Citizens Advisory Board  
 Rocky Mountain Arsenal  
 Rocky Mountain Hospital for Children  
 Rocky Mountain PBS  
 RTD  
 Rose Medical Center  
 Salida School District  
 Sandbox  
 Save The Children  
 Science of Mind Magazine  
 Schuller  
 Shell Oil  
 Soundtrack  
 Sterling Rice Group  
 Taco Johns  
 (TCI) Telecommunications Incorporated  
 Tetra Pak  
 The Children's Museum  
 The Johnston-Wells Group  
 The KEG Restaurants  
 The University College  
 Time Warner Cable  
 United Artists Cablevision

Foothills Park and Recreation District  
Fred Meyer Jewelers  
Garrison-Lontine Advertising  
Glenn Monigle and Associates  
Greater Denver Chamber of Commerce  
Heart Center of the Rockies  
Holmes, Roberts & Owens  
ICG Telecom Group  
Jefferson County School District

Jones Education Network  
Jones Intercable

United Banks  
United Cable Television  
UC Health  
UI Video Stores  
US WEST  
US WEST Direct  
Vaisala  
University of Colorado  
University of Colorado, Center for Health  
Administration  
Utah Attorney General  
Waterworld  
Westerra Credit Union  
Whole Foods  
Wyoming Tribune-Eagle

***Dan Hoffman***

**University Address**

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2705 Central Park Blvd.  
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303.744.0440

**Education**

**1982: University of Denver**, Denver, Colorado  
Master of Business Administration, Finance.  
Coursework in Marketing, Marketing Research, Statistics.

**1979: UC Santa Cruz**, Santa Cruz, California  
Bachelor of Arts, Politics.

**Teaching Experience**

**1992-Present: Daniels College of Business, University of Denver**, Denver, Colorado  
Adjunct Professor of Marketing and Business Statistics  
Classes taught: undergraduate and graduate coursework in Marketing Research, database marketing, management, and business statistics  
Have taught 50+ classes

**1995: Regis University**, Denver, Colorado  
Guest lecturer on two distance-learning videotapes for a marketing research class

**Expert Witness or Consultant**

**October 2017**                    **Potential Class Action Lawsuit vs. Utah Beef Checkoff Program,  
Survey Research Expert, Evergreen v. Perdue et al**

Retained as survey research expert by Utah Attorney General's office to develop and analyze a survey among Utah beef producers. Responsibilities included survey development, research design and analysis. Purpose was to understand Utah producers' attitudes toward the national checkoff, state checkoff, and Utah Beef Council. Lawsuit was dropped.

**January 2017**  
**December 2016**                    **Deceptive Trade Practices Case, Rebuttal to Expert Report, Rebuttal to Supplemental Report, Estes Park Taffy Company, LLC et al. v. The Original Taffy Shop, Inc.**

Review and analysis of an expert report written by opposing counsel's survey expert about consumers' perceptions toward and behavior when buying taffy. Survey was used to assess and understand consumer behavior and perceptions with respect to buying taffy relative to seeing commercial displays of taffy pulling machines. Evaluation and critique of this report. Subsequent review and response to Supplemental Report. Attendance at Daubert Hearing. Case was settled out of court.

**March 2008**                    **Trademark Infringement, Survey Research Expert, Shane Co. vs. George Thompson Diamond Co.**

Consultation to assess consumer confusion in the marketplace as to the affiliation or connection between two competitive jewelers arising from the defendant's use of the phrase, 'Your Friend in the Diamond Business' in Defendant's geographic area of business vs. Shane Co.'s use of "You Have a Friend in the Diamond Business," in its trade areas. Reviewed possible survey and research design to be used to measure confusion.

**February 2008**                    **Trademark Infringement Case, Expert Report, Simplicity Lighting Systems**

Analysis and reporting of a survey conducted among consumers designed to measure likelihood of confusion between two companies that offer competing lighting products, Hunt Control Systems, known as Simplicity Lighting Solutions and Philips Lighting, which markets under the brand, "SENSE AND SIMPLICITY." Purpose of the report was to show that there was a likelihood of confusion between the two names and identity of advertisements run for the two products. Testified in deposition.

**Employment Experience**

**1992-Present**                    **Daniels College of Business**                    Denver, CO.

Adjunct Professor of Marketing and Business Statistics. Have taught over 50 classes at the undergraduate and graduate levels in marketing research, database marketing, marketing, management, and business statistics.

**1992-Present**                    **Market Perspective**                    Denver, Colorado

Marketing planning and marketing research consulting. Responsibilities include sales, client services, research design, sampling, questionnaire development, analysis and presentations.

**1989-1992**                      **Talmey-Drake Research & Strategy**                      Boulder, Colorado

Senior Project Director at one of Colorado's largest marketing research and public opinion firms. Responsibilities included sales, client services, analysis and presentations. Client experience: business-to-business, public opinion, consumer and non-profit.

**1988-1989**                      **Marketing Consultant**                      Denver, Colorado

Marketing Planning and Marketing Research Consulting. Projects included acquisition analyses, forecasting, economic analysis, competitive analysis, new product development and site evaluations.

**1982-1988**                      **American Television & Communications Corp.**                      Englewood, CO

Project Manager (1988)                      Analyst (1984-1987)  
Senior Analyst (1987-1988)                      Associate (1982-1984)

In market research group of second largest U.S. cable TV company, provided consulting to decision-makers in areas of marketing, marketing research and new product development.

**1981-1982**                      **Small Business Administration**                      Denver, Colorado

As a management consultant, assessed demand, revised service offerings and redirected marketing strategies/tactics for independent analytical laboratory and mail-order products distributor.

### **Presentations**

**September 2011**                      **Moderator, Innovation in Marketing Research Symposium**

Symposium held at Daniels College of Business as part of the *Marketing Roundtable*, a series of educational speakers and events offered to the business community. Duties included opening remarks and moderation. Participants learned about the latest techniques and innovations being used to gather consumer data and insights. Panelists included senior management from iModerate, Gutcheck, Qualvu and Monigle and Associates.

## **Professional**

### **1990-1993                      Director, Long Range Planning Committee--Colorado Mountain Club**

Involved in assessing and developing growth strategies for 7,500 member organization.

### **1988-1989                      President, Colorado Chapter--American Marketing Association**

Responsible for planning and managing the activities of 15-member board, developing and implementing annual business plan for 300 member professional organization. Received national award for Chapter Management. Past positions included President-elect and Vice President of Programs.