

DAVID C. HOFFMEISTER
EXECUTIVE IN RESIDENCE - DEPARTMENT OF MARKETING
DIRECTOR OF CORPORATE RELATIONS - SALES LEADERSHIP PROGRAM

Education

B.S. in Chemical Engineering, University of Missouri – Rolla, 1967
University of Chicago 190 MBA Program (Non-Degree), 1974-1976
Center for Creative Leadership – Leadership Training Program, 1983
MBA, Marketing (With Distinction), DePaul University, 2003

Teaching and Research Interests

Teaching Specialties:

Organizational Marketing, Marketing, Market Research, Advertising & Promotion, Sales Organizations and Management

Current Research Topics:

Sales Leadership Program – Best Practices Research Design

Business Profile

Senior level executive (President/CEO/COO) with 30+ years experience in classic consumer package goods and light industrial consumer products, with focus on durable and non-durable categories driven by marketing and sales. Significant experience in sales, marketing, advertising, branding, general management at the senior level – as well as managing troubled companies, acquisitions, and divestitures.

Corporate Affiliations | Locations | Responsibilities

- Swift & Co.(Esmark) | Chicago – LA | Director of Marketing-US - Canada
- Richardson-Vicks (P&G) | Allentown - Los Angeles | Corporate Vice-President
- Lehn & Fink (Sterling Drug & Kodak) | NYC Metro | Executive Vice-President
- NuTone/Miami Carey (Williams Holdings PLC) | Cincinnati | President, CEO
- Windward Investments (Personally Owned) | Cincinnati | President, CEO
- Hysan Corporation (Wedge Energy) | Houston – Chicago | President, CEO

Businesses and Brands Created, Managed, Consulted On

Butterball Turkey

Brown and Serve Sausage

Bag-A-Bug Insect Control

Chubbs Baby Wipes

Clearasil Acne Crème

d-Con Pest Control

Energine Spot Remover

Formby Wood Finishing

Hysan Aerosol Cleansers

Lysol Disinfectant

Mill Creek Hair and Skin

Min Wax Stains

NuTone Home Products

NyQuil Cough and Cold

Oil of Olay Skin Care

Pantene Hair Care

Peter Pan Peanut Butter

Plus Natural Vitamins

Resolve Carpet Cleaner

Rid-X Septic Tank Cleaner

Sinex Nasal Spray

6/12 Insect Repellent

Tiger's Milk Nutrition

Thompson Water Sealants

Vigoro Lawn and Garden

Vidal Sassoon Hair Care

Honors and Associations

Member: DePaul MBA Association, DePaul Alumni Association, Who's Who in American Colleges and Universities; Three time winner of ***Clio*** Award for Advertising Excellence Worldwide.

Contact Information:

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