

Jeff Hoffman is an accomplished entrepreneur and innovator in the fields of Internet, e-commerce, and media/entertainment. Having launched his first software company while still a student at Yale University, Hoffman has founded and grown a series of successful start-up companies in his career, raising independent financing for his ventures and guiding his companies to both acquisitions and public offerings.

Jeff currently serves as the CEO of uBid.com, one the world's leading online auction sites. uBid specializes in the liquidation of excess inventory from major brand name companies, including Sony, HP, Dell, and others, and has sold over \$2 billion worth of computers, consumer electronics, jewelry, apparel, collectibles, and more. uBid.com is a public company, and under Hoffman's leadership is currently expanding on a global basis to serve an even larger market of businesses and consumers.

Jeff's first start-up was a software company in the travel industry named CTI, a company that quickly became the industry leader in technology for the travel and tourism industry, and was later acquired by American Express. For his achievements, Jeff was named one of the industry's 25 Most Influential Executives. Hoffman's was also a founder of early e-commerce pioneer Virtual Shopping, Inc., which developed patented, proprietary software and hardware for online retailing on the Internet, and was later acquired by Europe's Wallenberg Group.

More recently, Jeff was a founder and CEO in the Priceline.com family of companies, where Jeff held two CEO titles and led the development and launch of Priceline's consumer company. Hoffman also served as an executive in Walker Digital, the parent company of Priceline and one of the country's most innovative creators of intellectual property and new business models.

After Priceline, Jeff was a founding partner as well as Chairman and CEO of Black Sky Entertainment, an independent production company in the film and music industries. Hoffman's firm successfully produced such independent films as CABIN FEVER (a horror film made for \$1.4 million that has grossed over \$100 million worldwide), as well as working in the video game market and producing musical tours and concerts including such recording artists as Elton John, Boyz II Men, Britney Spears and others.

Jeff dedicates a significant portion of his time to mentoring other entrepreneurs. He currently serves as Entrepreneur-in-Residence at the Advanced Technology Development Center at Georgia Tech, as well as being a Coach and Mentor in the Kaufman Institute's FastTrac Entrepreneur's program. Hoffman was recently elected Chairman of the American Association of Adapted Sports Programs, a non-profit organization serving to bring sports and sports leagues to disabled children all across the country.

Jeff Hoffman is an accomplished professional and motivational speaker, featuring topics such as branding, innovation, and business leadership. Jeff has spoken at conferences and symposiums in over 40 different countries.