The Leadership Lectures



Influence & Inspiration: The Keys to Entrepreneurial Leadership

Featuring Jeff Hoffman
Entrepreneur (Priceline, uBid), CEO, Author and Speaker

About Jeff Hoffman:
Jeff Hoffman is an award-winning global entrepreneur, proven CEO, worldwide motivational speaker, bestselling author, Hollywood film producer, a producer of a Grammy Award winning jazz album, and executive producer of an Emmy Award winning television show. He is an Executive Producer and stars in the groundbreaking new TV series GOING PUBLIC, a show where viewers worldwide can invest in the startups that Jeff is mentoring on the air. In his career, he has been the founder of multiple startups, he has been the CEO of both public and private companies, and he has served as a senior executive in many capacities. Jeff has been part of a number of well-known successful startups, including Priceline.com/Booking.com, uBid.com and more.

About the Lecture:
In this engaging and informative talk, Jeff Hoffman will explain the key concepts entrepreneurial leaders need to understand in order to grow a bootstrapped startup into a successful and profitable business. By using examples learned as the CEO of various companies, Jeff will reveal how focusing on talent management, product focus, operational efficiency, and branding and marketing helped turn mere “good ideas” into multi-billion companies.

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Date:
Thursday, October 12, 2023

Time:
9:30am-10:30am ET
Doors open at 9:00am
Reception and Book Signing to follow

The First 50 people to arrive receive a copy of “Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back" by Jeff Hoffman and David Finkel.

Location:
Florida International University
Graham Center Ballrooms
11200 SW 8th Street, Miami, FL 33199

RSVP:
lead.fiu.edu/hoffman

Presented by:
FIU Center for Leadership

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