



Steve Hoffman

Executive Coach | Facilitator

Strategic planning

Product management

Leadership

Executive presence

Business storytelling

Six word story

“Helping connect people, ideas, and emotions.”

Steve helps leaders think clearly, communicate powerfully, and lead with impact. As an executive coach and workshop facilitator, he guides individuals and teams to craft and deliver their best story when and where it matters most.

Drawing on a diverse career spanning strategy, product management, operations, branding and executive communications, Steve brings a uniquely well-rounded perspective to leadership challenges.

As Global Vice President and Chief of Staff for HP’s \$65B Printing and Personal Systems business, Steve operated at the intersection of strategy and execution.

At TIBCO, he served as Chief of Staff to the CEO, acting as a trusted advisor and executive coach during the enterprise software company’s pivotal transformation to a cloud-based subscription model.

Steve’s clients value his ability to simplify complex ideas and to blend business acumen with empathy and presence. His work is shaped by a lifelong passion for teaching, storytelling and human connection.

He holds a BA in English Literature with an emphasis in Creative Writing from Stanford University and an MBA from Harvard Business School. Steve loves improv and debuted onstage in San Francisco as part of the troupe Bad Cookies in 2019. He lives in Saratoga, California.