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Top Skills

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Enterprise Software
Management

David Hoffman

Product Sustainability

Chicago, Illinois, United States

Summary

A strategic systems thinker who simplifies complex ecosystems into actionable growth frameworks. My work blends operational safety, AI, digital trust and sovereign AR to help organizations grow.

Experience

Makersite

Enterprise Account Executive

August 2023 - Present (2 years 11 months)

Chicago, Illinois, United States

Founding AE for Makersite US, I've served as a resilient anchor for America, driving growth, maintaining stability, and maturity while helping scale the team. We help global organizations adopt AI, ML, and graph-database platforms that deliver real-time insights across sustainability and compliance helping accelerate automation for LCA, PCF, Scope 3, EPD's and DPP's.

YuzeData

Founding Advisor

January 2022 - Present (4 years 6 months)

Serving as a founding advisor to the go-to-market team, shaping early positioning, sales strategy, and growth channels.

Barriermesh

Principal

August 2025 - Present (11 months)

Evidence layer for asset intensive industries. Turns risk frameworks, compliance requirements and your existing tech stack into verifiable processes that correlate to reduced insurance premiums and severity / claim time compression by building a human in the loop cryptographic signature layer for shared spatial intelligence for robotics and AI systems.

Enablon

Key Account Manager

March 2011 - December 2021 (10 years 10 months)

Chicago

Achieved #2 lifetime sales performance across the company's history, driving enterprise adoption of EHS, Sustainability, and Supply Chain Risk Management solutions. Played a key role in scaling Enablon's market leadership, contributing directly to the company's \$270M strategic acquisition exit.

The Centre for Sustainability and Excellence North America Business Development Manager April 2010 - March 2011 (1 year)

Trained and advised companies on GRI reporting, Scope 1–3 carbon accounting, and Life Cycle Analysis (LCA) with the goal of embedding best practices into their sustainability performance.

MSDSonline Account Manager February 2008 - November 2009 (1 year 10 months)

At MSDSonline, I worked with a SaaS-based EHS compliance platform built around an electronic management system for GHS compliance, chemical management, incident management, reporting, and training. Helped organizations centralize compliance data, reduce risk, and improve safety outcomes by digitizing manual processes and providing scalable tools to manage hazardous materials, regulatory requirements, and workforce training in one system

Advantage Freight Network Carrier Sales Representative July 2006 - November 2007 (1 year 5 months)

AFN is the job that taught me how to cold call and the power of a strong value proposition.

Cedar Creek Brick Paving Job Site Manager & Sales Representative May 2003 - August 2006 (3 years 4 months)

Only worked summers during this period. This is where I received my first taste of sales. Took charge by generating leads and handled the entire sales life cycle including quoting, selling and executing contracts. Once the project was sold I was responsible for managing a crew to complete the project. I oversaw entire projects from the very beginning of prospecting a lead to the completion of the project.

Education

Bradley University

BS, Marketing · (2002 - 2006)