



Mike Hoefflinger has 25 years of marketing and product experience in Silicon Valley. After working directly for Andy Grove at Intel and as general manager of the Intel Inside program, Hoefflinger moved to Facebook to serve as Head of Global Business Marketing working with Sheryl Sandberg and Mark Zuckerberg. During his nearly seven years there, the teams he built helped dramatically grow the advertising business during Facebook's unprecedented rise to global influence. He is now an executive-in-residence at XSeed Capital and author of *Becoming Facebook*, which earned the 2017 Beverly Hills Book Award for Business. Hoefflinger has been featured on Bloomberg TV, SiriusXM, Forbes, the LA Times, HuffPo, Bloomberg Businessweek, Business Insider, Recode, TechCrunch, VentureBeat, Business News Network, Cheddar TV, CEOWorld magazine, KGO Radio, and many others.

Testimonials

The 'Authors@Google' channel on YouTube has over 1,000 officially uploaded videos of authors that Google has formally hosted. Mike was unique among them in that he was one of the few that was able to connect with the audience in a personal, fun, and intellectually invigorating way which is not easy to do amongst a Google crowd. Mike elegantly navigated the session in way that conveyed both his and Facebook's story with a graceful ease that drew the audience into the story. The audience was also energized by the passion he brought to the topic, and Mike's desire to tell the tale in a thought-provoking way. I hope we can host Mike again soon.

- Google.

Mike was terrific! We received a lot of positive feedback from the conference attendees about his plenary talk. Outstanding really. Just what we wanted. Mike was very prepared and gave a polished but not overly slick presentation.

- Licensing Executives Society, Inc..

Mike Hoefflinger

Speech Topics

- Social Media
- Leadership
- Keynote
- Innovation
- Creativity
- Business Trends

