

Kerri Hoffman

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PROFESSIONAL EXPERIENCE

PRX (2003 – Present)

Chief Operating Officer

PRX is an award winning public media network distributing content from independent producers to local public radio stations.

Station Resource Group (SRG)

Business Manager (1998 – 2009)

SRG was the parent organization of PRX until independence in 2009. SRG offers strategic consulting services and system leadership to public radio stations.

Consulting (1997 -2014)

Consulted to small businesses and non-profit organizations on all aspects of management, financial accounting, human resources and projects.

Women's Link Worldwide (2001 – 2014)

WLW is a human rights organization focused on gender-based crimes with operations in Madrid, Spain and Bogota Colombia. Key aspect: Experience in working remotely with international staff.

Collaborative Communications Group (1999 – 2005)

Collaborative is a strategic consulting firm working to improve all levels of public school education. Key aspect: Experience working in an entrepreneurial consulting company with a mission-focus and a mix of public and private revenue streams.

SAAZ Brewing Equipment and Services (1995 – 1998)

SAAZ is a microbrewery manufacturing and consultation company. Key aspect: Experience setting up all the systems and compliance for a start-up company operating in two states.

Others (1997 – 2000): commercial real estate broker, law firm, shoe store, dermatologist, school bus company and dance studio

Key aspect: Learned to service a wide range of small business needs.

The Center for the Study of Responsive Law (1995 – 1997)

Geographic Information Services (GIS) Analyst

Greenpeace (1987-1994)

Managing Director of Development, Assistant to the Executive Director and Canvass Director

EDUCATION

- M.A. Geographical Information Systems (GIS) and International Development
Clark University Worcester, MA (1995)
- B.A. English Rutgers University New Brunswick, NJ (1985)

1. What attributes and contributions would you bring to the PRPD Board of Directors?

I have been a leader at PRX since we launched the service in 2003. Since then, PRX has been shaping the future of public media content, talent and technology. We have taken risks and innovated to push the industry forward.

I am a fierce champion of the public media system as an essential public asset. I am committed to pushing public radio beyond its broadcast inception. I have been a leader in PRX's significant successes including The Talent Quest, The Moth Radio Hour, SubAuto, Reveal, and Radiotopia. I have led our breakthroughs in podcasting, new financial models, and audience growth. I have been a non-profit executive for over 20 years, focusing on financial management and business development. Attributes I bring to the PRPD board include a broad understanding of financial management, technology trends and digital distribution.

2. What are the most important issues facing public media professionals today in serving and developing audience?

- Talent diversification and retention
- Engaging a new generation of listeners and meeting them where they are

The shift of audiences increasingly seeking, discovering, and listening to stories on mobile and Internet platforms has been underway for years and is now reaching a tipping point. The shift is already driving new behavior for content creators, distributors, and stations. It's also changing the business models and definitions of the existing players in the public radio ecosystem.

Local stations are no longer the exclusive pathway to significant audiences, and, for many emerging producers, stations are increasingly irrelevant to definitions of success and goals for distribution. How do we strengthen stations to be essential civic institutions?