

## **Ken Hoffman**Chairman and Executive Director

Ken Hoffman is an accomplished businessman, author and career communications professional, is the Chairman and Executive Director of the Little Caesars Pizza Bowl who envisioned a successful northern bowl game that celebrates Detroit. He is the founder of the bowl and one of its driving forces. His keen management skills have been invaluable in the bowl's evolution from a startup bowl game to an annual holiday event, now in its 13th year.

Hoffman's management has helped produce significant growth in the Motor City Bowl's stature and profile. The bowl has averaged a 2.3 television rating on ESPN, reaching over two million households and five million viewers nationally. The bowl also generates an average of \$14 million in economic impact for the Detroit metropolitan area.

Before creating the Motor City Bowl, Hoffman amassed a laudable professional resume. He served as Director of Athletic Media & Promotions at the University of Detroit from 1979-82, before becoming Director of Public Relations for the Michigan Panthers of the United States Football League (USFL) from 1983-84. His first year there, the Panthers won the USFL Championship.

Declining to move to Oakland (CA) when the Panthers merged with the USFL's Oakland Invaders, Hoffman was briefly Director of Communications for the Michigan International Speedway in 1985.

After spending a year in advertising with the Toledo Blade newspaper, Hoffman returned to sports administration in 1987. He served as Sports Information Director at Michigan State University (MSU) from 1987-96.

During his tenure at MSU, Hoffman's football, basketball, and hockey media guides and game programs won numerous awards. He also authored, "100 Seasons of Spartan Gridiron Glory," a book chronicling MSU's outstanding football history.

Hoffman served as National Coordinator for the Academic All-America Committee, as a member of the College Sports Information Directors Association (CoSIDA). He was President of the Laingsburg (MI) Sports Boosters from 1997-98, was School Board Vice President of the Laingsburg Community Schools from 1999-2002, and in 2006, was elected to another 4-year term on the school board.

He is currently a member of the Football Bowl Association, and in 2007 founded the International Bowl in Toronto, where he also serves as Executive Director. The International Bowl is the only major college bowl game held outside the United States.

Hoffman is the father of three children – Natalie, Lauren, and Luke.