

MICHELE NASH-HOFF

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ElectroFab Sales (1985 to present) Principal specializing in working with emerging and existing companies to select the right manufacturing processes for their products through marketing the services of over 25 different manufacturing processes

- Negotiate exclusive sales representation contracts
- Conduct countywide market research for each company represented
- Developed company marketing plan, updated annually
- Prepared company brochure, updated annually
- Wrote company Total Quality Management manual
- Was 1st San Diego rep agency to use a computerized contacts management system to provide market research, telemarketing, direct mail, sales, and customer service
- Developed and maintain database of nearly 1,000 personal contacts in high-technology manufacturing in San Diego county

Cambridge Associates - Vice President

- Participated in converting company from sole proprietorship to a California "C" corporation
- Conducted market research on new products/principals for 11 western states
- Prepared company brochure and flyers for direct mail
- Organized product training seminars for regional salesmen
- Coordinated company participation in trade shows
- Interfaced with 15 regional salesmen covering 11 western states
- Handled sales for new product lines in San Diego County

COMMUNITY SERVICE/ORGANIZATIONS

San Diego Republican Businesswomen: President (2002-2003); V. P. (2001); Secretary (1999-2000)

San Diego City College Citizens' Advisory Council (2002/2003 Chair and member since 1997)

Soroptimist International: Corresponding Secretary (2004-2005), Director (2002-present)

San Diego Economic Conversion Council: Director (1995 to 1998)

High Technology Foundation: Founding director 1990, President (1991-1994)

- Promoted the importance of the high-technology industry to the economy of San Diego
- Formed High Technology Advisory Council
- Planned and produced forums addressing high-tech industry issues
- Formed High Technology Council to plan and produce first High Technology Summit
- Wrote San Diego "History of High Technology" for Industry Report presented at Summit

Electronics Representatives Association (ERA)-San Diego Chapter: Chair (1991-93); President (1989-99) - (1989-91); 1st VP - Programs (1988) and Education Chair - (1987)

San Diego Electronics Network (an organization of women in electronics): Chairman (1989)-
President (1988); Public Relations (1987)

Mayor's Vision 2003 team (1993) that created a vision for the San Diego region

San Diego State Alumni Association: Member (1982-present)

HONORS:

Marquis Who's Who of American Women (16th - 20th Editions)

Who's Who of Electronics (1995)

International Who's Who of Professionals (1997-98)

International Who's Who of Entrepreneurs (1997)

EDUCATION:

San Diego State University - Bachelor of Arts, French/Spanish (1982)

The Finance Course - financial planning, time and priority management, project planning and
goal setting (1989)

Metamarketing - marketing for small businesses course (1990)

Peak Performance - one year course to plan and achieve monthly and year-long goals (1991)

Total Quality Management Certificate -100-hour course on principles and application of total
quality management based on ISO 9000 (1993)

LEAD San Diego (Leadership, Education, Awareness Development) (1994 graduate)

PUBLISHED ARTICLES/SEMINARS/RESEARCH PAPERS:

"The Unique Advantages of Using Manufacturer's Representatives," presented to AEA (1991)

"Save San Diego Through Small Business Incubation Plan," *San Diego Business Journal* (1992)

"Building Technology-Based Ventures - Reinventing Manufacturing," presented at CBIN
conference, (1992)

"What is a Manufacturers' Representative and What Can They Do for You?" presented to
NAPM (1993)

The Role of Manufacturers' Representatives in a Global Economy," presented at Kennesaw
College, Atlanta Georgia (1994)

"New Strategies for Business Success," presented at San Diego Enterprise Center (1998)

"Relationship Selling," presented at San Diego Enterprise Center (1998)

"Low-cost Marketing for Small Businesses," presented to SCORE workshop (1999)

"Marketing Yourself for a Job," presented at Sisters by Choice resident home sponsored by
Soroptimist International-San Diego, April 2000

"For Profit Incubator Industry Report," published by National Business Incubation Association.
June 1998

"San Diego County Industry Report," presented on Roger Hedgecock show, May, August and
October 2003 and e-published quarterly thereafter