



Tech Industry Leader Tapped to Head up AeA's SE Council Board of Directors Sandra Hofmann will serve as First Woman Chair

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AeA, the nation's largest trade association for the technology industry, proudly announces the appointment of Ms. Sandra Hofmann as the Chair of its SE Council Board of Directors. AeA's SE Council serves the states of Georgia, North Carolina, South Carolina, Tennessee, Alabama, and Mississippi.

Currently Sandy is serving as "CIO-in-Residence" with the Advanced Technology Development Center. Headquartered at Georgia Tech, ATDC is a nationally recognized science and technology incubator that helps Georgia entrepreneurs launch and build successful companies. Sandy is also the Executive Vice President and Chief Operating Officer for Turknett Leadership Group. Turknett Leadership Group is a character-based management and consulting firm that focuses on aligning strategy, leadership and culture by providing services in the areas of Executive Development, Selection & Integration; Succession Planning; Team Assessment and Development; Ethics, Retention and Culture Consulting.

Ms. Hofmann began her association with the AeA's New England Council and has served on the SE Board for more than five years. She was instrumental in helping launch the AeA SE "Spirit of Endeavor" awards and served as the Awards Committee Chair for four years before stepping down this past September. Sandra also serves as the Chair of the AeA Programs and Membership Committee.

The SE Council has had a long list of industry leaders but Sandy is the first woman to serve in more than a decade as Chair of the AeA's SE Council. She will be guiding AeA as it celebrates its SE office's 20th Anniversary.

On her taking over as Chair of the AeA, Ms Hofmann stated "I am humbled by this opportunity to serve the leadership of the SE Council. AeA has been extraordinarily successful in providing technology companies and membership with access to information and services, which can promote their competitiveness in today's challenging marketplace, and I am excited to lead during our anniversary year."

According to Mike Levin, Executive Director of the AeA's SE Council, "Everyone in the SE technology community is aware of Sandy's long history of providing leadership to a variety of technology related organizations. Sandy is extremely well-respected in the community and AeA is thrilled that she has accepted our invitation to serve as leader of our Board. I am also personally and professionally proud that we have a woman leading the SE Council and hope that other women will step up and follow in her footsteps."

Sandy Hofmann has over 25 years of manufacturing experience focused ERP and CRM experience and has held senior management positions in software development, quality assurance, technical and professional services, client management and customer support operations. In addition to 14 years with IBM, Sandy broke the executive gender barrier at Simplex. She later joined MAPICS, their first woman to be a member of the executive team, as Vice President and General Manager prior to stepping into the unique dual role of CIO and Chief People Officer.

Sandy's management philosophy, leadership characteristics and business results have been acknowledged by numerous industry recognitions: Georgia CIO Leadership Association (GCLA) selected Sandy as the Georgia CIO of the Year in the 2003 regional category. The award honors individuals who have demonstrated outstanding technology leadership in Georgia and excellence in managing their organization's enterprise wide information systems. In 2003 she was selected as one of five finalists for Woman of the Year in Technology by Georgia Technology Association and again in 2004 she was one of seven finalists. Articles highlighting Sandy's results have been published in CIO and CFO Magazine, CIO Insight, and Human Resource Executive. Sandy is an often requested speaker and panelist for technology and community events.

Sandy's influence reaches beyond her professional undertakings and she is very engaged in her community with the promotion of technology and ethical leadership. She currently serves on the Board of Directors for AAA Auto Club South and TechBridge. She is chair elect for the Society for Human Resource Management (SHRM-Atlanta chapter) and also a member of numerous advisory boards including TechLINKS and Kennesaw State University Cyber Crimes Institute.

Sandy graduated from Georgia State University with a bachelor of science in education and has completed an intensive program for executive management at Stanford University.

About AeA

AeA, founded in 1943, is a nationwide trade association that represents all segments of the technology industry and is dedicated solely to helping our more than 2,500 members' top line and bottom line. We do this in partnership with our small, medium, and large member companies by lobbying governments at the state, federal, and international levels, providing access to capital and business opportunities, and offering select business services and networking programs. For more information, please visit <http://www.aeanet.org>.