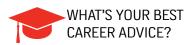
Five Questions with

CHARLIE HOFF

Senior Product Manager, Golden Valley, Minnesota, USA



Pay close attention to cause and effect. Did a project go well? Why? If it went poorly, how come? It's important to understand why a scenario results the way it does so you can adjust and improve next time.



WHAT WORD DESCRIBES YOU BEST?

Detailed. The details matter the most, at work or at home. In my job, we want to create the best customer experience at every touchpoint – and details can make or break those experiences.

WHAT'S SOMETHING MOST PEOPLE DON'T KNOW ABOUT YOU?

I love long-distance running – so much so that I have run 17 half marathons and 3 marathons. I will be running marathon number 4 in the fall. WHO WAS YOUR MOST INFLUENTIAL MENTOR?

In my first role as a product manager, a senior-level coworker took me under his wing. He taught me patience, negotiation, and prioritization. We are still in contact and he continues to reinforce those lessons.

WHAT ARE YOU PASSIONATE ABOUT, INSIDE AND OUTSIDE THE OFFICE?



Winning: creating award-worthy products, nurturing top-level talent, and achieving my personal goals outside of work.