



## Brian E. Hoff

### Position

Director of Corporate Innovation, Exelon Corporation

### Professional History

Hoff joined Exelon in 1994 and has held a variety of roles within the company. He started at Quad Cities Generating Station in Design Engineering, serving as a Design Change Coordinator and then moved into Nuclear Oversight performing Root Cause Evaluations.

Hoff then transitioned into the Information Technology (IT) department as a Client Support Analyst, supporting all of the IT applications and systems within a Nuclear Generating Station. Years later, he relocated to the Chicagoland area as a Lead Client Support Analyst, performing Executive Support and coordinating Nuclear Fleet Wide Programs. This set the stage for numerous management level positions, supporting all of Exelon's Business Units. These positions included: Desktop & Messaging Engineering Manager; Network Engineering Manager; Operational Security Manager; and Network & Security Architect. Hoff served as the Director of IT Strategy, where he set the IT strategic technology direction, reporting directly to the CIO and working directly with all of the IT VPs.

Currently, Hoff is in charge of the Corporate Innovation function and co-chair of the Exelon Innovation Peer Group. His team's mission is to: solve high value business challenges with the use of emerging technology that is scalable across the enterprise; incubate and accelerate entrepreneurial ideas for revenue growth; establish and execute programs that drive the culture of innovation across the company.

### Civic Involvement

Hoff has served as the Area Chair of Technology for the University of Phoenix, Chicago Campus. In this role, he oversaw the technology program and associated facility. Additionally, he serves as an adjunct instructor to teach Management and Technology course to undergraduate students.

### Family

Hoff lives in the Chicagoland area with his wife and three daughters.

### Education

Hoff graduated from Hamilton Technical College with a B.S. in Electronics Engineering Technology and earned an M.B.A. from the University of Phoenix, Chicago Campus. Additionally, he has completed Northwestern's Kellogg School of Management's Global Advanced Management Program.