

## Access to Experts



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David R. Hoffman is vice president and managing director of The Conference Board China Center. Based in Beijing, Hoffman is responsible for the center's strategy, research agenda, research program delivery, partner relationships with Chinese government organizations, and value delivery to members of both the China Center and The Conference Board. He leads numerous research projects and outreach activities, oversees a team of researchers in both China and New York, and coordinates the network of eminent advisors and scholars from The Conference Board who undertake China Center programs. Hoffman is also an independent, nonexecutive director of Eastern Broadcasting Corporation in Taiwan.

Prior to joining The Conference Board, Hoffman led the Technology-InfoComms-Entertainment Advisory practice of PricewaterhouseCoopers in China ("TICE Advisory") for 20 years, where he served the senior-most executives of technology companies, telecommunications operators, information service providers, and traditional and new media companies. He also provided extensive advice to regulators and service providers on sector development strategy, regulatory policy, regulatory risk management, and compliance.

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