

Access to Experts



David Hoffman

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David Hoffman is responsible for development, thought leadership, and programming for The Conference Board of Asia, and for China-related business and policy-community engagement worldwide. His areas of expertise include:

- MNC success factors, operating challenges, and best practices for China market development;
- Navigating political economy influences and regulatory dynamics in China, risk mitigation;
- China-related exposures and impacts on the other countries, regions, and markets; and
- Strategy, business planning, and market development for China and Asia.

David is responsible for development strategy, research program definition and delivery, and partner relationships for The Conference Board of Asia, and for value delivery to members of The Conference Board globally. He leads numerous research projects and outreach activities; oversees a team of researchers in China, Singapore, and New York; and coordinates a network of eminent local and global advisors and scholars from The Conference Board who undertake research or engage in programs of The Conference Board of Asia. Assessing political economy developments in China and the rise and evolution of China as a key marketplace and geo-economic power are current focal topics for Hoffman.

David boasts 30 years as a resident analyst and business developer in China and as thought leader, strategy advisor, and top management consultant on a wide range of China and Asia business development and organizational effectiveness issues.

Prior to joining The Conference Board, David led the technology-infocomms-entertainment advisory practice of PricewaterhouseCoopers in China for 21 years. He is a lifelong student of contemporary Chinese political science and economics and a graduate of Chinese Studies from UC San Diego.

David has served as an independent, nonexecutive director for both Eastern Broadcasting Corporation in Taiwan and Kakao Corporation in Korea.