

# WoodWing Software appoints Mark Hoff as vice president of marketing

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With the newly created position of vice president of marketing, WoodWing Software continues its global growth and sets the stage for reaching new target groups for its multi-channel publishing system Enterprise and digital asset management solution Elvis DAM.



Mark Hoff, WoodWing's new vice president of marketing, will first focus on extending the presence of WoodWing Software in the corporate market.

WoodWing Software, a leading vendor of [multi-channel publishing](#) and [digital asset management](#) solutions for publishers, corporates and agencies, today announced the appointment of Mark Hoff as Vice President of Marketing.

With this newly created management position, WoodWing has made provisions for continued strong global growth and the advancing diversification of target groups and customer segments.

Hoff is a seasoned marketing expert with extensive international experience, especially in the field of B2B solutions and services. For nearly six years, Hoff held the position of marketing director EMEA at Epicor, a vendor of business software solutions for manufacturing, trade, hospitality as well as service and consulting companies. Hoff built a successful network of partners in more than 140 countries and was responsible for Epicor's partnerships with Microsoft and HP.

During his career, Hoff held various senior marketing roles in companies in diverse sectors such as chemicals, health, real estate and luxury goods. For an investor, he founded three companies offering sports equipment and security software. He joins WoodWing from WHATFR, his own marketing consulting company.

"With its continuous innovative power, WoodWing Software is one of the most interesting companies worldwide in the field of software solutions for publishing and communications," Hoff said. "I look forward to working with the brilliant team to further develop the marketing strategy and increase the awareness of WoodWing Software and its solutions, reaching new target groups worldwide."

"We are delighted that Mark has joined WoodWing as vice president of marketing," said Hans Janssen, CEO of WoodWing Software. "Leveraging his comprehensive experience, Mark's first focus will be on extending our presence in the corporate market - especially for Elvis DAM - through our network of solution partners."

Gerard van den Akker will continue in his role of marketing manager, and will focus on online communications and e-marketing.

## Public debut at WoodWing's Partner Summit

Mark Hoff made his public debut for WoodWing at the company's [Partner Summit](#), which took place from May 13-15 in The Netherlands. During the event - attended by nearly 200 participants from all over the world - WoodWing Software introduced a major update of its partner program. With this new setup, WoodWing supports the growth of its global network of certified Solution Partners, further increasing customer intimacy and quality of service.

## About Woodwing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise - including the editorial management application Content Station - coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels - print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 90 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. Additional information regarding WoodWing's products and services can be found at [www.woodwing.com](http://www.woodwing.com).

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