



John Hoffman, CLF

Regional Managing Director
Principal Securities Registered Representative
Investment Adviser Representative



The Principal® provides the tools to help new financial professionals build successful businesses: comprehensive benefits, local support, ongoing professional development and access to our expert resources and technology.

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EXPERIENCE & CREDENTIALS:

As Regional Managing Director with the Minnesota Business Center of Principal®, John Hoffman is responsible for managing its leadership team, revenue growth and over 100 financial professionals. John entered the financial services industry in 2000®.

John leads one of the largest business centers of Principal® in the United States. He is recognized for having built a culture and environment where entrepreneurial-minded, credentialed professionals are committed to high productivity, ethical standards and serving the needs of clients by helping them to achieve financial security and success.

John has consistently been awarded the GAMA Master Agency Award, one of the financial industry's foremost honors for leaders ranking at the top of the industry in revenue performance. In 2016, Principal awarded John and the Minnesota Business Center its Grand Trophy, the company's most prestigious level of distinction, given to top field management.

John's professional and industry leadership achievements include: Management Achievement Roundtable (MART); member of GAMA, past President and recipient of GAMA's Career Development Gold and Diamond Level awards; NAIFA (National Association of Insurance & Financial Advisors) member and guest speaker and Principal Financial Group – Field Leaders Group.

John's participation in local business, civic and nonprofit communities includes: The Minnesota Chamber of Commerce and its Leadership Minnesota Alumni and Small Business committee; Allied Executives, member and guest speaker; Minnesota State University – Mankato Alumni Association, nonprofit Cheerful Givers; Mount Olivet Lutheran Church and member of the Board of Directors for Portico Benefits, Inc. John has also volunteered in the St. Louis Park School District, coaching both basketball and football. A frequent speaker, John has been a presenter for the Economic Outlook Forum, hosted by the Minneapolis St. Paul Business Journal.

INTERESTS:

John and his son reside in Edina, MN.

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