



George Hofheimer

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[LinkedIn Profile](#)

Profile

George Hofheimer created Hofheimer Strategy Advisors in 2020 to advise highly ambitious credit unions that want to change the world. Previously, George was the head of research and development at Filene Research Institute for 15 years. Before that he was the chief learning officer at Credit Union Executives Society (CUES) for 8 years. George began his career in international business, including as a member of the first group of Peace Corps Volunteers in the former Soviet Republic of Uzbekistan. Devising ways to match the needs of business and society has been a consistent theme of his career.

Employment History

FOUNDER // [HOFHEIMER STRATEGY ADVISORS](#) // 2020-PRESENT

Advising highly ambitious credit unions that want to change the world.

EXECUTIVE VICE PRESIDENT // [FILENE RESEARCH INSTITUTE](#) // 2005-2020

Conducting cutting-edge research, incubation and custom advisory services to improve consumer financial well-being.

CHIEF LEARNING OFFICER // [CREDIT UNION EXECUTIVES SOCIETY](#) // 1998 - 2005

Advancing the professional development of credit union CEOs, senior executives and board members through executive education and training.

CONTRACTOR // VARIOUS PUBLIC AND PRIVATE ENTERPRISES // 1995 - 1997

Providing technical assistance to the Government of Uzbekistan during its transition to a market economy for a variety of commercial and non-profit organizations.

VOLUNTEER // [UNITED STATES PEACE CORPS](#) // 1992 - 1994

Educating college students in Uzbekistan on business, economics and accounting concepts. Facilitated the first privatization auction of state property in Uzbekistan. The toughest job you'll ever love.

Education

University of Wisconsin-Madison // Bachelors of Business Administration, 1992.

University of Wisconsin-Madison // Masters of Business Administration, 2003.

Representative Work

Led the design and publication of 30 research projects per annum on a variety of topics defined by a panel of financial services CEOs and academic experts.

Ran a think tank focused on consumer finance product, service and business model innovations resulting in approximately 18 new products, services and business models per annum.

Leveraged \$2.5 million of philanthropic grants into \$185 million of affordable lending and savings products for low-income consumers and minority households.

Advised Canada's largest financial cooperative on the creation of an innovation competency leading to the creation of new product development business unit.

Oversaw the start-up of a young credit union professional community, The Cooperative Trust, growing from zero to 1,000 members in 2 years with financial sustainability in 3 years.

Conducted research and built a roadmap on the future of consumer lending at a multi-billion dollar credit union in Massachusetts.

Led and reset the corporate strategy of a multi-billion dollar credit union in the Midwest with a differentiated focus on improving women's financial equity and wellness.

Led the board of directors for a \$60 million natural food cooperative resulting in compounded annual sales growth rate of 15%, a doubling of the organization's equity position and a tripling of number of owners over a 12-year timeframe.

Additional Information

Conducted over [400 consulting engagements and presentations to financial services professionals](#) in the U.S., Canada, South America and Europe.

[Authored dozens](#) of consumer finance research studies and executive reports.

Completed two, self-supported Trans-American bicycle tours to [eliminate 4,136 Americans' medical debt in 2021](#) and [grant \\$30,000 to children's' mental health needs in 2023](#).

4-year men's soccer scholarship athlete and Big Ten All-Academic selection.