



## Kel Hoffmann

Executive Vice President  
PFM Solutions LLC

Kel Hoffmann is the executive vice president and chief technology officer of Synario, which offers transformative financial modeling software. Synario's innovative object-oriented architecture, and patented layering technology creates a structured modeling environment that mitigates risk and reduces human error.

With Kel's broad management experience, he has been instrumental in implementing the software for applications including strategic planning, profitability and cash flow forecasting, business analysis, business planning, valuations, credit analysis and merger and acquisition modeling. The software is in use by utilities, higher education institutions, healthcare entities, governments, and other public and private enterprises.

Hoffmann launched the original company, Whitebirch Software, in 1999 and entered into a partnership with PFM in 2015. Prior to starting Whitebirch, Hoffmann was President and CEO of Wakefield Engineering, a division of Alpha Technologies Group Inc. Kel held various executive positions at the Rosemount Measurement Division of Emerson Electric Co., including Vice President and Group General Manager of Rosemount Europe. Michael holds a Master of Business Administration, with a concentration in finance from Loyola College in Maryland and a Bachelor of Science in manufacturing and management engineering from the University of Vermont.



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### Contact

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### Education

B.S. in Manufacturing and  
Management Engineering  
University of Vermont

**Started with PFM:** 2015

**Started in the Field:** 1999