

**SHERRY HOFFMAN**

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**EDUCATION**

**New York University, Leonard N. Stern School of Business**, New York NY

*MBA, Marketing and International Business, Stern Business Scholarship* completed May 1990

**Tulane University, Newcomb College**, New Orleans LA

*BA, Economics and Spanish, University Merit Scholarship, Cum Laude, Phi Beta Kappa*

completed May 1984

**University of Madrid**, Madrid Spain

*Junior Year Abroad Honors* Sept 1982 - May 1983

**ACADEMIC EXPERIENCE**

**Otis College of Art and Design**, Los Angeles CA

*Mentor*

Integrated Learning Junior Studio, Ballona Wetlands Restoration Center, Fall 2007

*Adjunct Faculty*

Design Studio, Branded Architecture: Community Crossover, Fall 2006

**Art Center College of Design**, Pasadena CA

*Adjunct Faculty*

Academic Class, Brand Strategy Design, Summer 2007

Design Studio, Future Trends: New Retail, Spring 2006

**Tulane University, School of Architecture**, New Orleans LA

*Visiting Assistant Professor*

Building Brands: Integrating Marketing theory and Architecture, platform studio, 2004-2005

Beyond the Swoosh: Culture, Brand, Design and Meaning, seminar, 2004-2005

**SCI\_ARC, Metropolitan Research and Design**, Los Angeles CA

*Consulting Faculty*

2000 - 2002

**University of Southern California, School of Film and Television**, Universal City CA

*Guest Lecturer*

Motion Picture Marketing, Summer 2000

**Santa Monica College, The Academy of Entertainment and Technology**, Santa Monica CA

*Adjunct Faculty*

Marketing Distribution of Entertainment Products, Spring 1999

Marketing Distribution of Entertainment Products, Fall 1999

**Woodbury University, School of Architecture and Design**, Hollywood and Burbank CA  
*Adjunct Faculty*  
Branded Environments: the aesthetics of marketing, design studio, Fall 2000  
Marketing Professional Services, seminar, Fall 1999

**Woodbury University, School of Business & Management**, Burbank CA  
*Adjunct Faculty*  
Media Marketing, Fall 1998 and 1999  
Principles of Marketing, Summer 1998

*Guest Critic (partial listing)*

**Art Center College of Design**

Instructor: Randall Wilson, 2007

Instructor: Frank Clementi, 2006

**Otis College of Art and Design**

Instructor: Jason Burton, 2007

**Tulane University**, New Orleans LA

Instructors: Hadrian Predock and John Frane, John Klingman, Ila Berman, Byron Mouton, Doug Harman, 2005

**SCI\_ARC**, Los Angeles CA

Instructors: Michael Speaks, 2003, Stephanie Smith, Erik Kahn, 2000

**Oxford Brookes University**, Oxford UK

Instructor, Ken Taylor, 2002

**Brighton University**, Brighton UK

Instructor, Ann Bodington, 2002

**Otis College of Art and Design, Department of Environmental Arts**, Los Angeles, CA

Instructor, Elizabeth Martin, 2001

**PROFESSIONAL EXPERIENCE**

**1998 – Present**

**(M)Arch. branded architectures**, Santa Monica CA

*Partner*

Selected Projects

**Retail/Fashion/Beauty**

*Universal Studios Store*, Universal City CA

2750 sf renovation of Universal Studios Hollywood's flagship store on CityWalk. 2007

*House of Petro Zillia*, Los Angeles CA

2500 sf premier retail store. Completed with David Maman Design. 2006

*Fred Segal Beauty*, Los Angeles CA

7000 sf salon, spa, workshop and retail environment. 2005

*Kiehl's*, Los Angeles CA

1200 sf retail space for national skin, hair, and body care product company. 2005

*Fred Segal Beauty, Park City UT*

1200 sf temporary retail space for celebrity shoppers at Sundance Film Festival. 2005

*Allen Edwards Spa Experience, Studio City CA*

1500 sf day spa facility extension of established hair and beauty salon franchise. 2001

Signage and Graphics for salon entry and spa. 2004

*Fred Segal Beauty, Santa Monica CA*

7000 sf salon, spa, workshop and retail environment. 2003

*Tadashi Warehouse, Los Angeles CA*

30,000 sf showroom, design and manufacturing facility for clothing designer. 2003

### **Creative Offices**

*Flyer Entertainment, Santa Monica CA*

7000 sf Offices, editing bays, and communal spaces for film trailer production company. 2004

*Original Productions, Los Angeles CA*

10,000 sf office, production, and editing space for television production company. 2003

*Spindel Studio, Los Angeles CA*

New building of office studio space for industrial product designer. 2003

*Universal Think Tank, Universal City CA*

Renovation of a conference room for brand group to develop new business ideas. Space fosters ownership and enhances idea generation process. 2003

*Blur, Venice CA*

20,000 sf production space for digital effects company. 2002

*HBOFilms, Century City CA*

Corporate identity program and brand development. 2001

10,000 sf tenant improvement of corporate headquarters for creative and production staff.  
phase I completed 2002

*Varcity, New York NY*

10,000 sf manufacturing facility renovation into creative offices for clothing production and design firm. 2002. Retail trade show booths, design and brand identity. 1998-2003

*NiCE Ltd., New York NY*

Design agency corporate offices. 1998

### **Restaurant/Hospitality**

*Legal Grind, Santa Monica CA*

1200 sf coffee retailer/legal service provider, development of branded façade and interior trade dress for potential national franchises.

## **Civic**

*First United Methodist Church, Santa Monica CA*

Renovation of fellowship hall including the alcove, heritage center, performance stage, recreation facilities, and a labyrinth. Projected completion 2007.

*Gramercy Housing Group, Los Angeles CA*

7000 sf Administrative offices, community spaces and preschool for transitional housing residents. 2005

*Amtrak Train Station, Sacramento CA*

Renovation of service areas in historically significant Sacramento train station. 2003

*Family of Faith Lutheran Church, Middletown NY*

New building, 4000 sf worship and educational facility for growing mission congregation. 2003

*City of Santa Monica, Santa Monica CA*

Installation of new office trailer in Public Park and design of integral facade and softscape in the development of divisional identity for the City. 2002

*Wrightwood Methodist Camp, Wrightwood CA*

New 2000 sf residence for manager of 1930's era summer camp and retreat facility with dual role of public context and private nature of family living.

## **Education**

*Cleveland Chiropractic College, Los Angeles CA*

3500 sf renovation of admissions, bookstore, and undergraduate offices. Projected completion 2008.

*The Children's Center at CalTech, Pasadena CA*

Outdoor science laboratory for Reggio-inspired preschool. 2007

*The Growing Place, Santa Monica CA*

New building of art and science project studio for early childcare development center. 2001

## **1993 – 2002**

**Universal Studios, Universal City CA**

*Marketing Consultant*

*Universal Pictures, 1996 – 2002*

marketing strategies, research/positioning documents, and cause marketing lead for event films and existing franchises, incl. *The Grinch, Jurassic Park, E.T., Jay Ward and Horror classics*

*Universal Studios Hollywood, 1996 – 2002*

*Celebrity Annual Pass*, short-term initiative and long-term strategy for sustaining members

*TERMINATOR 2: 3D*, generated strategic alliances to build awareness for Hollywood launch

*VIP Experience*, developed marketing plan and brand identity strategy to re-launch program

*Vice President of Marketing, 1993 – 1996*

*Consumer Products Group*

Directed brand management process for key properties incl. *Jurassic Park and Babe*, working with creative producers and leveraging the company's cross-divisional assets. Built brands through development of strategic marketing support including publicity, advertising, and eve

**1990 – 1993**

**Young & Rubicam, New York and Los Angeles CA**

*Account Director, Los Angeles Entertainment Division, 1992 – 1993*

Lead an entertainment marketing agency for Fox Studios \$40MM media account.

Provided local broadcast buying services; media strategy development, promotions, research

*Account Executive, 1991 – 1992*

*Xerox Worldwide Strategic*

Conceptual partner and manager on complex production for Olympics/Expo '92 in Spain

*Assistant Account Executive, 1990 – 1991*

*Kraft General Foods, Jell-O Brand*

Assisted in modernization of Jell-O Man character resulting in animated TV commercial

*Account Management International Intern, Barcelona Spain, 1990*

Conducted comparative analysis of global brands across international markets

**1988 – 1990**

**Urban Business Assistance Corporation, New York NY**

*Vice President of Marketing and Management Consultant*

Managed public education program and provided development services to minority businesses

**COMPETITION ENTRIES**

**The Getty Family Room Competition**

Invited Competition, short-listed (1 of 4 firms), Summer 2003

(w/ Craig Rizzo, Artist and Elise Shafer, Educator)

**HOME House Design Competition, secca**

Affordable housing submission for Habitat for Humanity 2003

**Jubilee Year 2000: International Design Competition**

Parish Church and Shrine for Our Lady of Guadalupe

Milford, ID Nov 1999 (w/ David Bremer, Theologian, Ray Gutierrez, Architect, Adobe LA, and Craig Rizzo, Artist)

**ACADEMIC/PROFESSIONAL  
HONORS**

**Spark Design Awards Exhibition, Art Center College of Design, Pasadena CA 2007**

**Lecturer, Otis College of Art and Design, 2006.**

**Conference Speaker, The Monterey Design Conference, Emerging Talent,**  
Pacific Grove CA, 2005

**Conference Speaker, The J. Paul Getty Museum, From Content to Play, Los Angeles CA, 2005**

**Featured Exhibitor**, *Starbucks, Building Brands Exhibit*, New Orleans, Summer 2005

**Lecturer**, *Tulane University American Marketing Association*,  
*Beyond Logo: Adding Value (and Meaning) Through Architecture*, 2005

**Lecturer**, *AIAS Forum, The Brands Go Marching In*, New Orleans, 2005

**Lecturer**, *Tulane University, School of Architecture*,  
*Beyond Logo: Adding Value (and Meaning) Through Architecture*, October 2004

**Invited Exhibitor**, *CityWorksLosAngeles, Communities Under\_Construction Exhibition*,  
Summer 2004

**Lecturer**, *LA Forum for Architecture and Urban Design Lecture Series, On  
the Map* August 2003

**Invited Competition**, *The Getty Family Room Competition*  
short-listed (1 of 4 firms), Summer 2003

**Lecturer**, *Oxford Brookes University, School of Architecture, UK, Eclectic  
Wonders* March 2002

**Conference Speaker**, *SCAEYC: Environment as Third Teacher*, Glendale CA  
March 2002

**Conference Guest Architects**, *The Design Institute, Removing Barriers to Childcare Facilities  
Development*, 2002

**Design Awards Citation**, *American Institute of Architects/Los Angeles, The Growing Place  
Project Studio*, 2001

**Conference Speaker**, *NAEYC: A collaboration of designers meeting the needs of children*,  
Anaheim October 2001

**Conference Speaker**, *AIA Point Break Symposium: Changing the Context of Practice*, San  
Francisco CA October 2001

**Lecturer**, *LA Forum for Architecture and Urban Design Lecture Series, Out  
There Doing It* August 2000

## **PUBLICATIONS**

**Innovation and Design**, Businessweek.com, Business Week, Dec 2006

**Brands and the Built Environment**, Architectural Record, Dec 2006, pp. 37-38, Illus.

**10 TO WATCH**, LA Architect, Nov/Dec 2006, pp. 28-31. Illus.

**The Rules of Retail**, LA Architect, Sept/Oct 2006, pp 34-39. Illus.

**New Design, Exploring Movement**, LA Architect. Sep/Oct 2005, pp. 22. Illus.

**Lesson in Diplomacy**, Los Angeles Times, Home Section, featured article, February 3, 2005

**(M)Arch.**, LA Inside, Volume I, September 2004, pp. 12-13. Illus.

**Allen Edwards Serenity Spa**, American Spa, July 2004, pp. 80-81. Illus.  
**Tadashi Shoji**, Agora, June 2004, pp. 22-29. Illus.  
**Blur**, Monitor Unlimited #20, 2004, pp. 76 Illus.  
**Salon To The Stars**, Interior Design, May 2004, pp. 102-104. Illus.  
**America's Top 20: The Best Salons and Spas**, Beauty Launchpad, Apr 2004, pp. 63. Illus.  
**Drop-Dead Fred**, W magazine, October 2003, pp.188. Illus.  
**Beauty Buzz: Hot in Hollywood**, InStyle. Illus.  
**Learning Cubed, The Getty Family Room Competition**, LA Architect, Sept/Oct 2003, pp 36-40.  
**He's not a Monster Architect**, but He Plays One on TV, AIA Architect, Jul 2003  
**Growing Gains**, Contract, July 2002, pp. 48-51. Illus.  
**Design Interior Architecture Next LA**, LA Architect, Jan/Feb 2002, pp. 23. Illus.  
**AIA/LA Awards**, LA Architect, Jan/Feb 2002, pp. 43. Illus.  
**From Reggio Emilia to California Kids**, Abitare, Sept 2001, pp. 80. Illus.  
**A Pretty Face Off**, Angeleno, Sept/Oct 2001, pp. 298. Illus.  
**Project Updates**, LA Architect, July/Aug, 2001, pp.20. Illus.  
**Lights, Camera, Action**, Contract, July 2000, pp.52-54. Illus.  
**Office in the Sky**, Interiors and Sources, Sept 1999, pp.56-61. Illus.

#### **LANGUAGES**

Verbal proficiency in Spanish and Italian