



## **2017 Year in Review: Sarah Nolan Hoff, Hoffhaus Creative**

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Name & Title: Sarah Nolan Hoff, Owner / Principal Consultant

Company Name: Hoffhaus Creative

Address: 936 Metropolitan Ave 3D, Brooklyn, NY 11211

What was your most notable project, deal, transaction or professional achievement in 2017?

This year I received the Vanguard of the Year award from SMPS-NY which salutes a senior-level professional who actively promotes business strategy and fosters a marketing and BD culture. I've spent my career helping the companies and people I work with to be their best, and giving back to the AEC community through leadership, mentorship, and coaching. It was such a privilege to receive the award and follow in the footsteps of so many great people I admire.

What was the best decision you made in 2017 and why?

Starting my own consulting firm. I'm excited to be able to help more firms grow through brand and culture development. One of my goals is to dedicate part of my time to working with M/W/DBE firms on building relationships and working with more limited resources than mega firms.

What trends will impact your business in 2018?

We are at a precipice. Technology, economy, culture, diversity...everything is evolving at a rapid pace. The status-quo will not be our future. If change is embraced with agility and well thought out strategy, there is a tremendous amount of opportunity.

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