



**George H. Hoffman**  
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George H. Hoffman is a senior vice president for PNC's international product advisory team in Treasury Management. He currently leads a team that consults with corporate clients to review their international banking structures and payment practices to recommend best practices, efficiencies and risk mitigating tools. He has held senior positions in product management, sales consulting and global banking at PNC Bank over the past 15 years. In his prior role as head of international product in TM, George led major initiatives to introduce and expand PNC's multicurrency capabilities including depository and treasury management services in Canada, Europe and Asia as well as expanding PNC's SWIFT infrastructure and for corporates program. He co-founded PNC's Strategic Partners group that offers private labeled treasury management services to several dozen US and global financial institutions.

George has 20 years of experience in international banking, treasury management, and credit and product management. Prior to PNC Bank, he was a Market Segment Manager at FedEx Ground where he developed international products and market entry strategies for Canada, Mexico and Europe. He began his banking career at Crédit National (now Natixis). George holds a B.S. degree from Penn State, a Masters certificate in French from University of Paris--Sorbonne and an MBA from Carnegie-Mellon University and is a Certified Treasury Professional.