

# Patti Perspective

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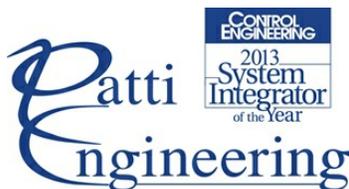
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## Greetings!

Change is in the air, like the changing seasons, Patti Engineering has a few changes we would like to share with our Patti Perspective readers. Over the summer, we restructured as an organization with the goal of better serving our clients and continuing our growth momentum.

Patti Hoff, the company's namesake, moved into the position of President of Patti Engineering on July 1st. Sam Hoff transitioned from President to Executive Vice President of Sales and Marketing. Read our feature article to learn about additional changes, and the strategic reasons behind the moves.

Our spotlight is on our new leader, Patti Hoff. Patti has spent the last couple of decades working closely with Sam and the rest of the executive team to build the business into what it is today. Learn more about Patti and her vision for Patti Engineering's future.

The new organizational structure has been in place for several months now and the new alignment has already proven successful. Our team is poised for growth with a strong commitment to not only meeting, but exceeding our clients' and partners' expectations.

Thank you for your interest in Patti Engineering!

Best regards,

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We are Recruiting!



Patti Engineering is always looking for great talent! If you are interested in exploring opportunities at Patti Engineering, email us at [Management@PattiEng.com](mailto:Management@PattiEng.com).

## Patti Engineering Strategically Restructures

### *Patti Hoff Transitions into New Role as President of Patti Engineering*

Over the course of the summer, Patti Engineering made strategic changes in its organizational structure to position the company to better serve clients and accelerate growth initiatives. Former Vice President of Finance, Patti Hoff, stepped into the role of President. Patti has long been a vital part of Patti Engineering's executive team, working alongside her husband Sam Hoff since the company's inception in 1991. This provides the opportunity for Sam, former President, to move into his new role as Executive



Vice President of Sales and Marketing where he has taken a more active role in business development as the company continues momentum and achieves growth. Sam is very much enjoying

his new job. A salesman at heart, Sam thrives on interacting with all current and prospective customers and partners, making this executive shift an easy decision for the company.



"Patti's promotion to president has been a smooth transition. She has been instrumental in building the company's solid financial position and we expect nothing less from her than achieving the same results organization-wide," said Dave Foster, vice president of engineering. "We are also enjoying watching Sam excel in his new role taking advantage of growth opportunities across the nation."

Additional restructuring changes included the promotion of Steve Palmgren to Vice President of the Southern Region, responsible for overseeing engineering services and business development. In his previous role as Director for the Texas office, Palmgren led hardware and software development and design for major client projects. Steve has been with Patti Engineering since 2001 and has more than 17 years of control systems experience from plant floor and assembly automation to specializing in assessing and manipulating databases. Steve has been the lead engineer on several of Patti Engineering's most significant projects with very visible clients.



Through all of the organizational changes, Patti Engineering's rock solid engineering staff has continued to excel in project delivery. Congratulations are in order for engineers Dave Calme and Moez Moradipour who were recently promoted to the position of Senior Controls Engineer. Currently, the company is aggressively looking for top talent among graduating engineering students and highly experienced engineers.

By reinvigorating the executive team through the promotions and revisions to current executive job roles, Patti Engineering aspires to build off of the great success the company has enjoyed over the last 22 years. Achieving the recognition from Control Engineering Magazine as the 2013 Integrator of the Year was just the beginning of this new phase we are writing in our company's history books.

"We are very proud of our tremendous engineers and lucky that they allow the executive team to thrive on a daily basis," Patti explained. "With the help of the great team here at Patti Engineering, I am positive that together we will continue the successful path of my predecessor, and then some!"

[Click here for the Patti Engineering Strategically Restructures article in PDF](#)

## Patti Personnel - Patti Hoff



Patti Engineering shines the spotlight on our new President (and company namesake), Patti Hoff. Patti's recent promotion to President came among several strategic leadership promotions and job role changes. As Patti Engineering's new President - effective as of July 1, 2013 - Patti Hoff is thrilled, though she will admit she never envisioned herself at the top of its leadership team. As a core member of the executive team, Patti has spent the last couple of decades working closely with her husband and former company President, Sam Hoff. She has provided critical business input and believes this will help her transition continue to go smoothly.

The Patti Perspective newsletter has honored Patti in our spotlight articles before, but we think this promotion deserves proper recognition and celebration. We hope you will enjoy getting to know our new leader a little bit better by reading this article.

Born and raised in Flint, MI, Patti is the youngest of eight siblings. Her parents combined were employed for 70 years with General Motors. She earned her Bachelor of Science degree in Business Marketing at Oakland University in Rochester Hills, MI. She met Sam at GMI and the history of Patti Engineering began soon after.



The Hoff family enjoys spending time together in the Michigan outdoors. Sam has a passion for golf, enjoys playing poker and is an avid sports fan, while Patti enjoys reading, playing board and card games, watching her children play sports, and will occasionally join Sam to play a round of golf. They especially like to visit Patti's extended family "up North" during beautiful Michigan summers.

Her greatest accomplishment, despite her recent promotion, has been raising her two

children. Her career is very important, but without a doubt comes second on her list of priorities - family first. She has enjoyed watching her children grow into smart, caring and thoughtful individuals.



Patti's new position allows Sam Hoff - now Executive Vice President of Sales and Marketing - to play a more integral and involved role with Patti Engineering's sales team, clients, and business development opportunities. As President, Patti will work closely with the operations team - Dave Foster, Ken Kutchek and Steve Palmgren.

Patti's vision for the company is simply to continue steady growth and keep Patti Engineering a vibrant and fun place to build your professional career. "Work hard and enjoy what you do," Patti advises other women in business. "Whether you absolutely love your job or not, all of your experiences will help you learn and grow into a successful professional. I've been lucky to work with such an amazing team of colleagues and even though every day has not been easy, my experiences have brought me to this point in my career - and for that I am grateful."



[Click here for Patti's Spotlight in PDF!](#)