



Jeff Hojlo

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Jeff Hojlo has over 17 years of professional experience as an analyst, researcher, and product marketer working with start-up and large technology companies to improve business, product and market strategy resulting in effective product roadmaps, successful product launches, and increased revenue. As the Sr. Global Marketing Manager at Siemens PLM Software, Jeff leads the go to market strategy, positioning, and communications for the company in the brand and private label Apparel, footwear, & accessories market. Prior to working with Siemens, Jeff was a Research Analyst for AMR Research, where he focused on the Product Lifecycle Management (PLM) software market across multiple industries from high-tech, to CPG, to retail. Research areas included forward thinking strategies to drive value from applying PLM to support the front end of innovation, product analytics and sustainable product design.

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