



Lester Hoffman, Ph.D.

Lester Hoffman completed research and teaching, at both the graduate and undergraduate levels, at Harvard University in Cognitive Psychology, Psychology of Perception, Educational Psychology, Personality & Culture, Neurophysiology, and other topics. His research has been funded by grants from The National Science Foundation, Harvard University, and the Woodrow Wilson Foundation. He received both his M.A. and Ph.D. from Harvard University.

In addition to teaching at Harvard for 4 years, Dr. Hoffman has also held faculty appointments at New York University, Long Island University, the City University of New York, The New School, and the Fordham Graduate School of Business. In addition, he has lectured throughout the U.S., as a guest faculty member at more than 25 Graduate Schools of Business and Executive Education Programs nationwide, including Southern Methodist, Clemson, Michigan State University, Univ. of Maryland, William & Mary, George Mason University, Temple University, Rutgers Univ., Univ. of Vermont, etc.

Dr. Hoffman has spoken on areas such as Cross-Cultural Communication and Diversity at Goldman-Sachs, Merrill Lynch, the Pentagon, US State Department, US Weather Service, Voice of America, Veterans Administration, etc. Other private-sector clients include IBM, Novartis Pharmaceuticals, Citibank, JP Morgan/Chase, Xerox, AT&T, Lockheed-Martin, Credit Suisse, Federal Express, and Pfizer. Other public sector clients include the FCC, the US Census Bureau, NIH, National Cancer Institute, USDA, and the US Navy.

Dr. Hoffman also brings extensive skills as a scientific writer and publishing expert. For 20+ years, Dr. Hoffman has worked with more than 200 scientists in over a dozen fields to help them turn their research data into articles published in prestigious peer-reviewed journals (at NOAA, the US Navy, NIH, National Cancer Institute, Novartis Pharmaceuticals, etc.). He was also a scientific journal editor and Manuscript Consultant for over 10 years, having edited or rewritten over 1,000 articles and books. He further helped hundreds of scientists write up their research into internal reports on their research projects.

Dr. Hoffman has been acclaimed as a premier researcher in social scientific and technical subjects by such esteemed clients as IBM, Chase Bank, NIH, Citibank, AT&T, Avon, and Martin-Lockheed. Among the areas of his research work are such topics as Barriers to Objectivity in Scientific Research, Ethical Issues in Scientific Research (done under contract to NIH), Data Integrity in Database Construction (for IBM), New Development in Telecommunications Network Design (AT&T), Sources of Bias in Interpersonal Communications, Cross-Cultural Obstacles to Effective E-Mail Communication (Merrill-Lynch, Goldman Sachs), Barriers to Organizational Change, and Factors Impacting Customer Acceptance of Various Documentation Formats.

He is highly experienced at both designing and conducting survey instruments and program evaluation studies, and at writing up their statistical data in plain English for senior executives. He has written 2,500+ pages of reports summarizing statistical data generated by surveys and program evaluations, for such clients as AT&T, Chase Bank, Simon & Schuster, and Symbol Technologies.