



Jena Hoffman
President, INTIX

As President and Chief Executive Officer of the International Ticketing Association (INTIX) Jena L. Hoffman guides the Association through the change and growth that is inherent to its purpose achieving strategic goals and managing the day to day business of the Association. Jena is consistently recognized for her organizational vision, team-building, and synergistic leadership. As a collaborative strategist, she combines innovative coaching skills with a passion for the entertainment industry. Jena brings a wealth of experience to the Association having worked and consulted with organizations as diverse and extensive as the Los Angeles Philharmonic, Los Angeles Zoo, Omaha Performing Arts, Tickets.com, Sportslab, Center Theatre Group, Arte/BilletNet and the John F. Kennedy Center for the Performing Arts. Active in INTIX since 1989, Jena has served on the Board of Directors, chaired committees, been a frequent conference speaker and was the recipient of the 2007 Spirit Award. She holds a Bachelor of Science degree in Business Administration with a concentration in Theatre from the University of Kansas.