



## Allan Hoffmann Joins Blackbaud as President and General Manager, Canada

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CHARLESTON, S.C., April 15, 2019 /PRNewswire/ -- [Blackbaud](#) (NASDAQ: BLKB), the world's leading cloud software company powering social good, is pleased to announce that Allan Hoffmann will join the company as president and general manager leading its Canadian operations.

Hoffmann joins Blackbaud with more than 20 years of experience building and leading high-performing teams to bring complex enterprise SaaS and cloud infrastructure solutions to new markets across commercial, public sector and nonprofit organizations. Most recently, he served as Canada's general manager of the education, nonprofit, and healthcare business at Amazon Web Services (AWS), providing on-demand cloud computing platforms to individuals, companies and governments on a metered pay-as-you-go basis. Under his leadership, Hoffmann delivered record growth while enabling public sector customers in Canada to become early adopters of cloud infrastructure services for their mission-critical work.

Prior to AWS, Hoffmann served as senior vice president of business development at Think Research, Canada's leading provider of cloud-based clinical solutions and as vice president of sales and business development at Intuit Canada where, as a member of the Canadian leadership team, he focused on transforming Intuit into a SaaS provider in the financial management space. Before Intuit, Hoffmann spent over 12 years at Microsoft where, in his last role as national director of public sector sales and strategy, he led a multimillion-dollar business delivering significant growth and a world-class customer experience across Canada. Hoffmann also drove the highest workplace health index scores in Microsoft Canada's corporate accounts business.

Hoffmann enjoys volunteering his time assisting post-revenue startup companies by lending mentorship, advisory and subject matter expertise in scaling SaaS/cloud solutions businesses. Specifically, he sits on the board of directors for a cloud platform aimed at improving children's healthcare, special needs services and autism spectrum disorder.

"Allan brings a terrific mix of leadership, industry experience with a consistent track record of delivering outstanding results and a deep understanding of the Canadian market that will help deliver greater value for our customers," said David Benjamin, group president of Blackbaud's International Markets Group. "Canada is an important market for Blackbaud and, as a proven leader, Allan's extensive experience gives him unique insight to help us to continue to grow our presence in the Canadian market."

Based in Toronto, Hoffmann will report directly to Benjamin. Hoffman holds an Honours Bachelor of Commerce degree from McMaster University.

"Canadian charities have truly started to recognize and understand the value and impact that comes with adopting cloud capabilities, and Blackbaud is the global leader committed to empowering social good organizations across Canada with the tools and capabilities to deliver on their missions," said Hoffmann. "I'm delighted to join Blackbaud in Canada, and I look forward to building on our current momentum working with the team as we help our customers create outcomes that drive results."

### About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, foundations, companies, education institutions, healthcare organizations and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing, and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com) or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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### Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties, including statements regarding expected benefits of products and product features. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.



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