

2015 ALUMNI FELLOW

Linda Verba Hofman '71 Edu

Linda Verba Hofman is the head of service strategy at TD Bank in Mount Laurel, N.J., where she has been successful at implementing a ground-breaking philosophy focusing on customer needs and experiences. Her service and product innovations have brought new standards to the banking industry, and her leadership and expertise have influenced a corporate culture that promotes excellent customer service.

Prior to reinventing the customer service experience, Verba Hofman led the growth of TD Bank's retail operations, expanding from 75 to 1,300 locations, from New England to the southeastern part of the country. As chair of TD Bank's Diversity Leadership Team, she advocates for inclusion by leading initiatives across the organization, as well as with other businesses, to embed diversity into their business plans. She is a passionate advocate for women's rights and serves as chair of TD Bank's Women in Leadership program and on the board of directors for the Women's Refugee Commission, a nonprofit organization that advocates for laws, policies, and programs to improve the lives of refugee women and their children. Before joining the TD Bank team, Verba Hofman held management positions in human resources, sales, and account management for many industry-leading companies.

In 2009, Verba Hofman was named one of the "25 Women to Watch" by *American Banker's Magazine*, an honor she received again in 2011. In 2010 and 2012, *American Banker's Magazine* also named her one of the "25 Most Powerful Women in Banking." She also was named the "2010 Woman of the Year" by the National Association of Professional Women, New Jersey.

Verba Hofman is a life member of the Penn State Alumni Association and lives in Cherry Hill, N.J., with her family.

