



1120 19th Street, NW, Suite 600
Washington, DC 20036
psi.org

Karl Hofmann
President and CEO
Population Services International (PSI)

Mr. Hofmann was named President and CEO of PSI in February 2007.

PSI is a leading global health organization with programs targeting malaria, child survival, HIV and reproductive health. Working in partnership within the public and private sectors, and harnessing the power of the markets, PSI provides life-saving products, clinical services and behavior change communications that empower the world's most vulnerable populations to lead healthier lives.

In 2007 alone, PSI helped prevent 19 million malaria episodes and 140,000 malaria deaths; 2.6 million unintended pregnancies; 3.8 million cases of diarrhea; and 156,000 new HIV infections.

Since Mr. Hofmann assumed leadership of the company, PSI has been awarded the largest single grant ever for reproductive health work, from a private U.S. foundation, and garnered nearly \$1 billion from the Global Fund to Fight AIDS, Tuberculosis and Malaria to combat these diseases. PSI's 2008 operating revenue was approximately \$400 million.

In Mr. Hofmann's first year as President and CEO, PSI won an unprecedented second Social Capitalist Award by *Fast Company* magazine. The award recognizes non-profits who use the tools of business to solve the world's most pressing social problems — ranging from substandard healthcare in developing nations to unequal education access, homelessness, unemployment and substance abuse in the United States — and who have demonstrated a consistent and unusually large impact on society.

PSI was also lauded in 2007 by Givewell (www.givewell.net) as the most efficient saver of lives in Sub-Saharan Africa.

Mr. Hofmann is steering PSI on its ambitious plan to double its health impact by 2012. Under his leadership, the organization is on target to achieve that goal.

Prior to joining PSI, Mr. Hofmann was a career American diplomat for 23 years. He served as United States Ambassador to the Republic of Togo, Executive Secretary of the Department of State, and Deputy Chief of Mission (senior career diplomat) at the American Embassy in Paris. Mr. Hofmann also served on President Clinton's National Security Council staff.

Mr. Hofmann is the recipient of the State Department's Distinguished Honor Award, Superior Honors Awards, and Meritorious Honor Awards. He is a graduate of Georgetown University and the National Defense University. Mr. Hofmann has been invited to speak at a variety of forums, including the World Economic Forum on Africa and the Global Business Coalition on HIV/AIDS, Tuberculosis, and Malaria.

Mr. Hofmann's years of living and working in Africa and the Caribbean (he also served in Morocco, Rwanda and Jamaica) have given him a deep understanding of development issues, including public health, especially HIV/AIDS. He speaks French, Spanish and German.

