

2026

BOARD OF DIRECTORS



pdma
Pittsburgh



ANDREAS MAIHOEFER

EXEC DIRECTOR, BoK

Andreas is an accomplished business manager with close to 30 years of experience in strategic management, product management, product development and innovation. His breadth of capabilities spans from the assessment of the internal and external business environment, to the development and implementation of strategic portfolio plans all the way to the execution of go-to-market strategies. Andreas has worked on product development projects from white space exploration through ideation to commercial launch. Along the way, he has been lead or key contributor to a multitude of process innovation initiatives related to marketing excellence, 'Lean Startup' and 'Agile' methodology, Voice of the Customer, and Designing for Gross Margin.

Andreas has worked for international Fortune 500 companies such as 3M, Bayer and Philips and also in midsize companies and startups. He has helped develop and introduce product lines that have surpassed \$1B in lifetime revenue on the global market in cardiovascular surgery, diagnostic and interventional imaging, interventional therapeutics and digital pathology and he has supported adjacent expansions in all of those fields as well as in sleep and respiratory care.

In addition to consulting, Andreas teaches Product Management principles in the University of Pittsburgh Bioengineering Department, has taught Strategy and Business Models at Carnegie Mellon University's Integrated Innovation Institute and mentors individual students and student teams. Andreas is a member of the international board of the PDMA. He leads the Certification Committee for the global organization and supports the Pittsburgh Chapter conducting the PDMA Body-of-Knowledge Training as well as the annual student pitch competition.