



Brian Hoffman

VP, SOURCING

Brian Hoffman is the Vice President of Sourcing at Bestige Holdings, where he leads the firm's efforts to identify new investment opportunities and build meaningful relationships with founders and business owners. As the initial point of contact for many of Bestige's future portfolio companies, Brian plays a hands-on role in shaping how founders experience the firm from the very first conversation. He is committed to a transparent, relationship-first approach—focused on understanding the unique story, culture, and goals behind every business before exploring partnership. Brian works closely with the investment team to ensure that each potential relationship reflects Bestige's long-term, values-aligned philosophy.

With over 15 years of experience in corporate development, M&A, and private investing, Brian has spent his career helping businesses grow through thoughtful, strategic partnerships. Prior to joining Bestige, he served as Senior Vice President of Development at Integrated Oncology Network, where he led the company's acquisition and expansion strategy. During his tenure, Brian executed multiple transformative transactions, expanded the company into new specialties and geographies, and built an internal integration function to support long-term success—efforts that ultimately contributed to the company's successful sale to Cardinal Health. His prior roles include senior corporate development positions at United Derm Partners, Sound Physicians, and LifePoint Health, where he led sourcing and execution efforts across dozens of transactions. He began his career in investment banking at Avondale Partners.

Originally from Louisiana, Brian earned a degree in Economics from Vanderbilt University. He now lives in Nashville with his wife and three children.

