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Child's play

St. Louis Business Journal - by [Greg Edwards](#)

Greg Hoffmann, who helped Mary Engelbreit Studios build a brand when he was the company's CEO and co-owner for 11 years, has inked a deal with **Cogno Products** to develop its multimedia brand, which includes board games and books aimed at children ages 7 to 13. He has become a shareholder of the company and executive vice president of brand development. Stuart Montaldo, Cogno's founder and chief executive, projects \$1 million in revenue next year. Hoffman also will continue to operate his Hoffman Consulting firm.



BRIAN CASSIDY

Greg Hoffmann

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