

Tiffani Bova Biography

Tiffani Bova's illustrious career has been marked by a long (and continuously growing) list of accomplishments and honors: Two-time Wall Street Journal Bestselling Author, Former Global Growth & Innovation Evangelist at Salesforce, Three-time Thinkers50 Top Management Thinker, Former Research Fellow at Gartner, Top 50 Marketing Thought Leader, Top X and LinkedIn Influencer, Five-Star Podcast Host, contributor to top business journals, researcher on the future of sales, employee and customer experience, and honors ranging from the Gartner Thought Leadership Award to being named one of the most powerful and influential women in California by the National Diversity Council. Listed by the San Francisco Examiner in 2023 as one of the Ten Most Sought After Brand Evangelists, Tiffani is referred to as "one of the most masterful keynote speakers in the world."

A marquee name in the speaking world, Tiffani has delivered more than 1,000 keynotes on six continents, winning rave reviews for her ability to ignite audiences and provide them with actionable tools for success. She is also a frequent guest lecturer at business schools, including Columbia University, Wharton, and USC.

For more than 20 years, Tiffani Bova has stood at the forefront of transformative industry developments across multiple industries and regions, specializing in driving top-line growth, sales transformation, and catalyzing customer and employee experience. She is the author of two *Wall Street Journal* bestsellers, *Growth IQ*, which has been translated into 12 languages and *The Experience Mindset*. Over the past decade, she has consistently ranked in the highest echelon of management and marketing thinkers, ranging from Thinkers50 to being a top X influencer and LinkedIn Sales Expert. *Forbes* says that she "reshapes our perception of growth."

Tiffani serves in an advisory capacity with a number of Fortune 500, fast-growth and research and advisory companies. She formerly served as Chief Growth & Innovation Evangelist at Salesforce, where she focused on driving customer success within the company's vast global customer and partner ecosystem. Prior to Salesforce, she was a sales, marketing and customer service executive for startups and Fortune 500 companies, where she was recognized as one of the first to develop a robust go-to-market model for cloud-based solutions, and indirect channel strategies to accommodate changes in buying behavior. Tiffani left the corporate world to join Gartner as a Distinguished Analyst and Research Fellow. There, she helped some of the largest technology companies in the world including Microsoft, Cisco, Salesforce, Hewlett-Packard, IBM, Oracle, SAP, AT&T, Dell, Amazon-AWS, expand their market share and grow their revenues, earning her Gartner's coveted Thought Leadership Award.

An active and influential thought leader within her areas of expertise, Ms. Bova has been featured in *Harvard Business Review*, *Forbes*, *MIT Sloan Management Review*, *INC*, *Fast Company*, *Fortune*, *Yahoo Finance* and *MSNBC*. She also hosts the highly-rated podcast, *What's Next! with Tiffani Bova*, welcoming prominent guests such as Seth Godin, Tom Peters, Daniel Pink, Arianna Huffington, Marshall Goldsmith, Guy Kawasaki, former Best Buy CEO Hubert Joly, former Ritz-Carlton President Horst Schulze, and others.