



## TIFFANI BOVA

Former Global Growth & Innovation Evangelist at Salesforce, top influencer in customer experience and digital transformation

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- Two-time Wall Street Journal Bestselling Author
  - Former Global Growth & Innovation Evangelist at Salesforce
  - Two-time Thinkers50 Top Management Thinker
  - Former Research Fellow at Gartner
  - Top 50 Marketing Thought Leader
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Tiffani Bova isn't just a speaker; she's an electrifying catalyst for change who empowers teams to reach unparalleled heights in sales transformation and the realms of customer and employee experience. Forbes' endorsement of Tiffani as someone who "reshapes our perception of growth" is a testament to her transformative power.

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, Two-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.

As a two-time WSJ bestselling author and a repeat honoree in Thinkers50's list of the world's top 50 business thinkers, Tiffani brings a unique triple-threat combination of skills to the stage. Her illustrious journey from being a quota-carrying salesperson to a high-level executive, her most recent as the global growth evangelist at Salesforce, and her decade-long tenure as a research fellow and distinguished analyst at Gartner provide her with unparalleled depth and breadth of expertise. Her advisory role for both unicorn startups and Fortune 500 corporations has equipped her with insights that are nothing short of extraordinary.

## **More About Tiffani Bova**

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.”

Most recently, Tiffani 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.

## **TEMAS**

Tiffani tailors each presentation to the needs of her audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Growth
  - Innovation and Sales
  - Transformation
  - Customer and Employee Experience
  - Future Trends
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# PROGRAMAS

## REVOLUTIONIZING SALES: SHAPING TOMORROW'S SUCCESS AND HARNESSING ARTIFICIAL INTELLIGENCE (AI) FOR BUSINESS GROWTH

In a world where traditional sales tactics have lost their shine, the time for embracing cutting-edge technologies including artificial intelligence (AI), machine learning, and predictive analytics has arrived. These innovations hold the power to supercharge pipeline velocity, enhance quota attainment, and forge stronger customer connections. Those who seize the potential of these tools not only outshine their competitors but also raise the bar for what success means.

Enter Tiffani Bova, the unrivaled authority on sales and customer experience for the past three decades. Bova advocates transformation isn't solely about technology—it's a profound shift in mindset. It's about kindling a passion for delivering exceptional seller experiences, nurturing leadership grounded in growth, fostering a culture of champions, and making customer-centricity your guiding star.

In her electrifying presentation, driven by insights from her Wall Street Journal best-selling book, *Growth IQ*, Tiffani Bova draws upon her vast experience as a sales leader in both startups and Fortune 500 giants and as an early adopter and user of AI and other technologies. Her wisdom isn't just theoretical; she's been in the trenches, advising some of the largest sales organizations during their transformative journeys. With a distinguished background as a research fellow at Gartner and her role as the former global growth evangelist at Salesforce, she's been at the forefront of industry shifts. And she's been speaking, writing and advising on the application and benefits of AI for over half of a decade.

Get ready to ignite your audience, infuse them with passion, and unlock their full potential as Tiffani unveils the keys to not just keeping up with the evolving landscape but thriving and prospering within it. This is your chance to lead the charge, redefine the rules of sales, and set new standards for success. With Tiffani Bova's insights, you're not just adapting to change; you're becoming a driving force in the ever-changing world of sales.

*Key Takeaways:*

- How to give time back to sellers to establish a trusted relationship with customers, and improve quota attainment and revenue growth through the use of AI and other tools.
- How to set yourself and your sales teams up for a win before you ever meet a customer.
- How better to retain talent, coach and mentor the next generation of sellers.
- How to accelerate pipeline velocity by improving the systems

## **THE EXPERIENCE MINDSET: THE FLYWHEEL OF GROWTH**

For years, many companies have operated under the illusion that positive customer satisfaction scores and moderately good growth rates were enough to conceal a lurking issue: the silent suffering of the employee experience (EX) in the relentless pursuit of customer experience (CX) perfection.

It's true; you can have good CX and a subpar EX and still manage to grow. You can even maintain a state of "good enough" for both EX and CX and eke out growth. But to truly soar, to break through the limits of the status quo, you must do more. You must enhance both in tandem, nurturing the symbiotic relationship between employee and customer experience, where both flourish and propel each other to new heights.

In this groundbreaking presentation, led by the renowned expert in sales, customer experience, and revenue growth, Tiffani Bova, you will discover how to unlock a new paradigm of growth from the inside out. Drawing from the insights encapsulated in her Wall Street Journal best-selling book, *The Experience Mindset*, and groundbreaking global research, Tiffani will guide you on the path to harmonizing these two essential dimensions.

Prepare for a transformative experience that will challenge the self-imposed tension between EX and CX, paving the way for a new, harmonious operating philosophy. As Tiffani reveals the blueprint for this convergence, you'll be equipped with actionable insights and invaluable guidance that transcends theory and moves into practical implementation.

This is your chance to defy convention, to revolutionize your organization, and to embark on a journey toward remarkable and exceptional experiences and growth. With Tiffani Bova as your guide, you're not just pushing boundaries; you're shattering them, forging a path that challenges the status quo and leads to a future where the fusion of EX and CX accelerates explosive growth.

You'll get actionable information and advice on how to put a new operating philosophy into action, including:

- How to identify and eliminate the unconscious tension between internal efforts focused on employees and customers that prevents organizations from leveraging both to create a flywheel of momentum.
- What are the biggest challenges identified by both employees and the C-Suite to company growth.
- What aspects of the employee experience have the greatest impact on customer experience?
- How companies can, will, and are designing effective people-centered growth strategies and technology game-changers such as artificial intelligence.
- Where to begin to maximize organizational efficiency across people, process, technology and culture [PPTC] in a more balanced and intentional way.

## **FUTURE-PROOF YOUR BUSINESS FOR REVENUE GROWTH**

In an ever-shifting landscape of technology, AI and market expectations, it's easy for companies to feel weighed down and get caught up in a challenging loop of dissatisfied customers, disengaged employees, and slowing growth.

Today's business leaders are facing the unique challenge of attracting and retaining top talent, all while navigating increasing pressure to optimize costs and enhance productivity. These hurdles are just a glimpse of the complex puzzle that companies are striving to solve in their quest for continued and accelerated growth.

But here's the beacon of hope: Tiffani Bova, an authority in the world of growth, sales, and customer and employee experience. Drawing from the wisdom encapsulated in her two Wall Street Journal best-selling books, *The Experience Mindset* and *Growth IQ*, Tiffani leverages two decades of experience advising some of the world's most renowned brands on growth and innovation. Her journey as a research fellow at Gartner and her role as the global growth evangelist at Salesforce have honed her into a true industry luminary.

Tiffani doesn't just offer solutions; she provides a holistic framework, a roadmap to sustainable top-line growth in an ever-evolving environment. Her advice transcends mere business strategy; it encompasses the art of cultivating a resilient company culture that thrives in the face of change. Her guidance also delves into the transformative power of

data-driven decisions and the ability to inspire change throughout your organization.

By seamlessly integrating the capabilities of cutting-edge technologies, such as AI, with the wisdom of proven practices, Tiffani empowers your organization to tackle even the most formidable business challenges. It's not just about adaptation; it's about thriving and flourishing during certain and uncertain times.

Prepare for an enlightening journey led by one of the world's foremost authorities on growth, sales, and customer and employee experience: Tiffani Bova. With her guidance, you're not just navigating change; you're charting a course towards continued success and inspiration.

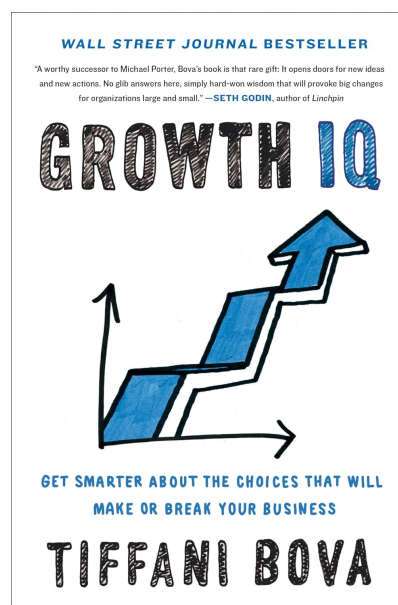
*Takeaways include:*

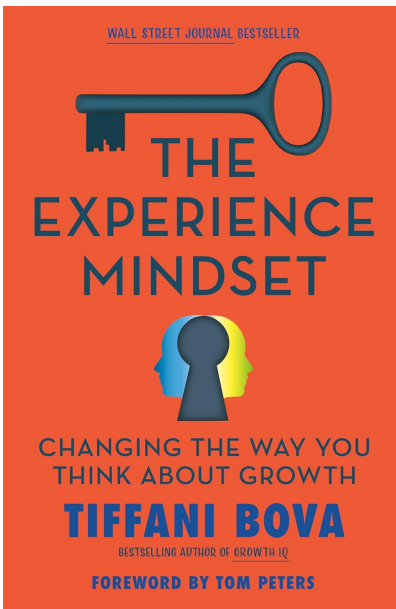
- How to uncover the current market context to shape your future strategies.
- Learning the most common paths back to profitable and sustainable growth in challenging times.
- Looking to your people and your customers to guide your strategy.
- Understanding how to make the proper investments in the business across people, processes, and technology.

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## PUBLICACIONES

### Libros





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THE EXPERIENCE MINDSET

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## CONDICIONES

- **Travels from:** California, USA
  - **Fee Range:** Please Inquire
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