



TIFFANI BOVA

Ex Directora de Crecimiento e Innovación Global en Salesforce, principal influenciadora en experiencia del cliente y transformación digital

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- Autora bestseller del Wall Street Journal
 - Ex Directora Global de Crecimiento e Innovación en Salesforce
 - Destacada en tres oportunidades como una de las pensadoras en gestión top de Thinkers50
 - Ex investigadora en Gartner
 - Considerada entre los 50 mejores líderes de pensamiento en temas de mercadeo
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Tiffani Bova sólo es una conferencista excepcional; es una catalizadora electrizante de cambios que empodera a los equipos para alcanzar alturas sin precedentes en la transformación de ventas y en los ámbitos de la experiencia del cliente y del empleado. Forbes recomienda a Tiffani como alguien que "reestructura nuestra percepción del crecimiento", lo cual es un testimonio de su poder transformador.

La ilustre carrera de Tiffani Bova ha estado marcada por una larga (y creciente) lista de logros y honores: autora bestseller del Wall Street Journal (en dos ocasiones), ex directora global de crecimiento e innovación en Salesforce, reconocida en tres oportunidades como una de las pensadoras en gestión top de Thinkers50, ex investigadora en Gartner, y considerada entre los 50 mejores líderes de pensamiento en marketing. Además, es una de las voces más destacadas en X y LinkedIn, anfitriona de su aclamado podcast, colaboradora en revistas empresariales de prestigio, investigadora sobre el futuro de las ventas, la experiencia del empleado y del cliente, y reconocimientos que van desde el Premio de Liderazgo de Pensamiento de Gartner hasta ser nombrada una de las mujeres más poderosas e influyentes de California por el National Diversity Council. Elegida por el San Francisco Examiner en 2023 como una de las diez evangelistas de marca más solicitadas, Tiffani es referida como "una de las conferencistas más magistrales del mundo".

Un nombre de referencia en el mundo de las conferencias, Tiffani ha dado más de 1,000 presentaciones en seis continentes, recibiendo críticas entusiastas por su capacidad para encender audiencias y proporcionarles herramientas prácticas para el éxito. También es conferencista frecuente en escuelas de negocios, incluyendo la Universidad de Columbia, Wharton y USC.

Como autora bestseller del Wall Street Journal y homenajeadada repetidamente en la lista de los 50 mejores pensadores empresariales del mundo de Thinkers50, Tiffani es escenario una combinación única de habilidades. Su ilustre trayectoria, desde ser una vendedora con cuota hasta ejecutiva de alto nivel, su más reciente rol como evangelista global de crecimiento en Salesforce, y su década como investigadora distinguida y analista en Gartner le proporcionan una profundidad y amplitud de experiencia inigualables. Su rol asesor para startups unicornio y corporaciones Fortune 500 le ha brindado conocimientos extraordinarios.

Más sobre Tiffani Bova

Durante más de 20 años, Tiffani Bova ha estado a la vanguardia de los desarrollos transformadores en múltiples industrias y regiones, especializándose en impulsar el

crecimiento, la transformación de ventas y la catalización de la experiencia del cliente y del empleado. Es autora de dos bestsellers del Wall Street Journal, "Growth IQ", traducido a 12 idiomas, y "The Experience Mindset". Durante la última década, ha ocupado consistentemente los niveles más altos de pensadores en gestión y marketing, desde Thinkers50 hasta ser una influyente Top X y experta en ventas en LinkedIn. En palabras de Forbes, ella "reestructura nuestra percepción del crecimiento".

Recientemente, Tiffani sirvió como Directora (Evangelista) Jefe de Crecimiento e Innovación en Salesforce, donde se centró en impulsar el éxito de los clientes dentro del vasto ecosistema global de clientes y socios de la empresa. Antes de Salesforce, fue ejecutiva de ventas, marketing y servicio al cliente para startups y empresas Fortune 500, donde fue reconocida como una de las primeras en desarrollar un modelo robusto de acceso al mercado para soluciones basadas en la nube y estrategias de canal indirecto para acomodar cambios en el comportamiento de compra. Tiffani dejó el mundo corporativo para unirse a Gartner como analista distinguida e investigadora. Allí, ayudó a algunas de las mayores empresas tecnológicas del mundo, incluyendo Microsoft, Cisco, Salesforce, Hewlett-Packard, IBM, Oracle, SAP, AT&T, Dell, Amazon-AWS, a expandir su participación en el mercado y aumentar sus ingresos, ganándose el codiciado Premio de Liderazgo de Pensamiento de Gartner.

Líder de pensamiento activa e influyente en sus áreas de especialización, la Bova ha sido destacada en Harvard Business Review, Forbes, MIT Sloan Management Review, INC, Fast Company, Fortune, Yahoo Finance y MSNBC. También presenta el podcast altamente calificado, "What's Next! with Tiffani Bova", recibiendo a invitados prominentes como Seth Godin, Tom Peters, Daniel Pink, Arianna Huffington, Marshall Goldsmith, Guy Kawasaki, el ex CEO de Best Buy Hubert Joly, el ex presidente de Ritz-Carlton Horst Schulze, entre otros.

TEMAS

Tiffani adapta cada presentación a las necesidades de su audiencia y no se limita a los temas enumerados a continuación. Por favor, consúltanos sobre cualquier tema que te

interese:

- Crecimiento
- Innovación y Ventas
- Transformación
- Experiencia del Cliente y del Empleado
- Tendencias Futuras

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.

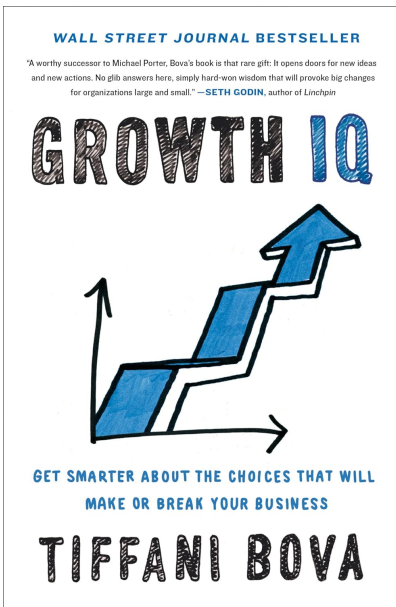
Prepare for an enlightening journey led by one of the world's foremost authorities on growth, sales, and customer and employee experience: Tiffani Bova. With her guidance, you're not just navigating change; you're charting a course towards continued success and inspiration.

Takeaways include:

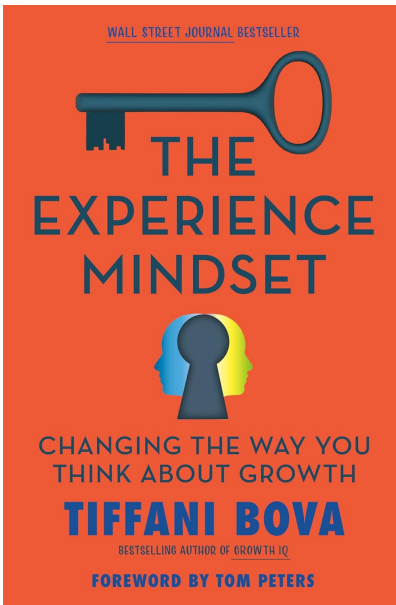
- How to uncover the current market context to shape your future strategies.
- Learning the most common paths back to profitable and sustainable growth in challenging times.
- Looking to your people and your customers to guide your strategy.
- Understanding how to make the proper investments in the business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

PUBLICACIONES

Libros



GROWTH IQ



THE EXPERIENCE MINDSET

CONDICIONES

- **Viaja desde:** California, USA
 - **Rangos:** Consultar tarifa con HiCue Speakers
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