



KEYNOTE SPEAKER
GROWTH EVANGELIST
BUSINESS ANTHROPOLOGIST
BEST-SELLING AUTHOR



Growth Evangelist @Salesforce | WSJ Bestselling Author: GrowthIQ | Keynote Speaker | #Thinkers50

Tiffani Bova is the chief growth evangelist at Salesforce and the author of the **Wall Street Journal** bestselling book **GROWTH IQ: Get Smarter About the Choices that Will Make or Break Your Business** (Portfolio 2018).

Bova has been named to the latest **Thinkers50's** list of the world's top management thinkers and is a welcomed guest on **Bloomberg**, **BNN**, **Cheddar**, **MSNBC**, and **Yahoo Finance**, among others.

A celebrated forward-thinker, she has been a guest on more than 100 leading podcasts over the past three years including Storybrand, Wharton, Six Pixels of Separation, Marketing Over Coffee, The Ice House, NYSE, Sell or Die, and Salesforce Quotable. Listen here:
<https://www.tiffanibova.com/guest-podcast/>

Bova also contributes her thinking to publications including **Harvard Business Review**, **Forbes**, **Entrepreneur**, **Diginomica**, **Quora**, **Thrive**, **Rotman School of Management**, and **Duke Dialogue Review** and is a highly sought-after keynote speaker having delivered **over 500 keynote presentations** on sales transformation and business model innovation to over 400,000 people on six continents.

Prior to working with **Salesforce**, she joined **Gartner** and became a **Distinguished Analyst and Research Fellow**, earning the firm's **Thought Leadership award** and receiving accolades from the best leaders in the technology world for her cutting-edge analysis and skill at architecting bold new strategies for growth. Bova's time as an executive on the front line at startups and Fortune 500 companies, combined with her insightful candor, has resulted in a unique perspective that continues to inspire businesses and individuals to get smarter about the choices they make, think forward and increase their **Growth IQ**.

- What can businesses do to recover from a growth stall, and get back to generating new revenue?
- What can business leaders do today to inspire a growth mindset and be more customer-centric?
- How to align sales motions with the new customer expectations to stand out from the competition?
- What does it mean and how do business leaders think forward with a beginner's mind?
- Why do business leaders need to stop searching for the "one right move" or "the one path" to grow the business?
- Why is market context, combination of efforts and sequence of decisions so important when it comes to growing profitably?
- When it comes to the Customer Experience, what's changed?
- How is employee experience and customer experience explicitly linked?
- What do high growth companies do differently?