



KEYNOTE SPEAKER
EXECUTIVE ADVISOR
GROWTH EVANGELIST
BEST-SELLING AUTHOR



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Tiffani Bova is the global growth evangelist at Salesforce and the author of the new book [*The Experience Mindset: Changing the Way You Think About Growth*](#).

Her previous book *Growth IQ* was a **Wall Street Journal** bestseller and has been translated into 10 languages. Bova is ranked on the current **Thinkers50's** list of the world's top management thinkers and has appeared on MSNBC, **Bloomberg**, **BNN Bloomberg**, **Cheddar News** and **Yahoo! Finance**. She also contributes her thoughts to publications including **Harvard Business Review**, **Forbes**, **Entrepreneur**, **Diginomica**, **Quora**, **Thrive**, **Rotman Journal** and **Duke Dialogue Review**.

As host of the podcast [*What's Next! with Tiffani Bova*](#), top ranked by **Top Sales Magazine** and in Management by iTunes, Bova has interviewed thought leaders including **Arianna Huffington**, **Dan Pink**, **Seth Godin**, **Tom Peters**, **Marshall Goldsmith**, **Roger Martin**, **Keith Ferrazzi**, **Best Buy CEO Hubert Joly**, **Ritz Carlton CEO Horst Schulze**, **Square co-founder Jim McKelvey**, and **Medtronic CEO Bill George**, among others.

Bova is a **top Twitter influencer** in the categories Business Growth, Customer Experience, Digital Transformation, the Future of Work, and Sales. She was identified as a **LinkedIn Top Sales Expert to Follow** in 2018-2022. She was named one of **Inc. Magazine's 37 Sales Experts You Need to Follow on Twitter**, a **Top 100 Women in Tech**, a **Brand Quarterly Magazine Top 50 Marketing Thought Leader**, and one of the most **Powerful and Influential Women in California** according to the National Diversity Council. Additionally, she was ranked as one of the top **25 B2B women influencers by Top Rank Marketing**, and one of the **top 10 influencers in the future of work, customer experience, digital transformation, and women in tech by Analytica in 2022**. *Growth IQ* was one of Porchlight's **top 5 recommended strategy and leadership books of 2018** and continues to be on their bestseller list. The book was also featured in **best of lists from Inc. and Thrive Global**.

Having delivered **over 750 keynote presentations** on sales transformation and business model innovation to over 550,000 people on six continents, Bova is a highly sought-after keynote speaker. Prior to working with **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. She left the corporate world and joined **Gartner** becoming a **Distinguished Analyst and Research Fellow** where she won the **Thought Leadership award** and earned accolades from the best leaders in the technology world for her cutting-edge analysis and her skill in architecting bold new strategies for sales and growth.

Bova's experience on the front lines of sales, marketing, customer service and innovation, 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 and now their Experience Mindset too.

WALL STREET JOURNAL
BESTSELLING AUTHOR

THINKERS50 TOP GLOBAL
MANAGEMENT THINKER

FORMER RESEARCH FELLOW
WITH GARTNER

RESEARCH SPECIALIZING IN THE
FUTURE OF SALES, EMPLOYEE AND
CUSTOMER EXPERIENCE

WINNER OF GARTNER THOUGHT
LEADERSHIP AWARD (2013)

TOP TWITTER AND LINKEDIN
INFLUENCER ON SALES, CX AND
INNOVATION

MOST POWERFUL AND INFLUENTIAL
WOMEN IN CALIFORNIA, NATIONAL
DIVERSITY COUNCIL

TOP 50 MARKETING THOUGHT
LEADERS

TALK TRACKS

- THE EXPERIENCE MINDSET
- A RESILIENT PATH TO GROWTH
- THINKING FORWARD AND GROWING FASTER
- B2E IS THE NEW SALES EXPERIENCE

