



KEYNOTE SPEAKER  
EXECUTIVE ADVISOR  
GROWTH EVANGELIST  
BESTSELLING AUTHOR

# TIFFANI BOVA



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Tiffani Bova is the former global growth and innovation evangelist at Salesforce and the author of the book *The Experience Mindset: Changing the Way You Think About Growth* [June 2023] which has been recognized as a **Wall Street Journal bestseller**, a **Publishers Weekly Bestseller**, **Barnes and Noble Bestseller** and **Amazon Bestseller** in 5 categories. It is being translated into six languages.

Her previous book *Growth IQ* [2018] was also a **Wall Street Journal bestseller** and has been translated into 12 languages. Bova is ranked on the current **Thinkers50's** list of the world's top management thinkers [2019, 2021, 2023] 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**, **Thrive**, **MIT Sloan Management Review**, **Rotman Management Magazine** and **Duke University Dialogue Review**. She frequently is a guest lecturer at Columbia University, Wharton, USC and TCU to name a few.

As host of *What's Next! with Tiffani Bova*, a top ranked podcast on iTunes, Bova has interviewed hundreds of thought leaders and executives including **Arianna Huffington**, **Dan Pink**, **Seth Godin**, **Tom Peters**, **Marshall Goldsmith**, **former Best Buy CEO Hubert Joly**, **former Ritz-Carlton President Horst Schulze**, and **Square co-founder Jim McKelvey** among others.

Bova is a **top Twitter influencer** in the categories Business Growth, Customer Experience, Digital Transformation, the Future of Work, and Sales. On LinkedIn, she has over 43,000 followers, and 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 the **number one influencer by Thinkers360 for customer experience** and in the **Top 50 for overall influencers in 2023**. She was named 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 **1000+ 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.

3X THINKERS50 TOP MANAGEMENT THINKER

2X WALL STREET JOURNAL BESTSELLING AUTHOR

FORMER CHIEF GROWTH EVANGELIST, SALESFORCE

FORMER RESEARCH FELLOW WITH GARTNER

WINNER OF GARTNER THOUGHT LEADERSHIP AWARD (2013)

TOP TWITTER AND LINKEDIN INFLUENCER ON SALES, CX, AND TECH INNOVATION

MOST POWERFUL AND INFLUENTIAL WOMEN IN CALIFORNIA

TOP 50 MARKETING THOUGHT LEADERS

## TALK TRACKS

- THE EXPERIENCE MINDSET: THE FLYWHEEL OF GROWTH
- REVOLUTIONIZING SALES: SHAPING TOMORROW'S SUCCESS
- FUTURE-PROOF YOUR BUSINESS FOR REVENUE GROWTH
- THE EXPERIENCE EQUATION
- GROWTH IS A THINKING GAME
- THE FUTURE OF SALES

