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# TIFFANI BOVA

Growth, Innovation, and Sales Transformation Keynote Speaker. Chief Strategy and Research Officer at The Futurum Group. Top 50 Business Thinker. Former Chief Growth Evangelist at Salesforce and Research Fellow at Gartner

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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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When today's leading companies need to accelerate growth, spark innovation, or transform sales, they turn to Tiffani Bova.

A globally recognized keynote speaker, Tiffani is known for igniting stages and equipping audiences with actionable strategies that drive real business results. With more than 1,000 keynotes across six continents, she brings unmatched energy, credibility, and insight to every audience.

She's not just a speaker—she's a force in the business world. A former Global Growth & Innovation Evangelist at Salesforce and Distinguished Analyst at Gartner, Tiffani has advised some of the world's most iconic brands, including Microsoft, IBM, Amazon AWS, and AT&T. Her work has earned her Gartner's coveted Thought Leadership Award, and her influence continues to grow.

Today, she serves as Chief Strategy and Research Officer at The Futurum Group, where she leads strategy and data-driven research that helps companies stay ahead in a rapidly evolving market.

Tiffani is a two-time Wall Street Journal bestselling author of Growth IQ (translated into 12 languages) and The Experience Mindset. Her insights have been featured in Harvard Business Review, Forbes, Fast Company, MIT Sloan Management Review, Fortune, and more. She's also the host of the popular podcast What's Next! with Tiffani Bova, where she's interviewed icons like Seth Godin, Daniel Pink, Arianna Huffington, and Guy Kawasaki.

She's been recognized as a Thinkers50 Top Management Thinker (three times), a Top 50 Marketing Thought Leader, and one of the Most Powerful and Influential Women in California by the National Diversity Council.

Whether on a global stage, inside a boardroom, or teaching at top business schools like Columbia, Wharton, and USC, Tiffani challenges leaders to think forward, act boldly, and grow smarter.

If you're looking for a speaker who blends visionary thinking with practical application—and knows how to captivate a room, Tiffani Bova delivers.

## 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

**Future-Proof Your Business For Revenue Growth**

In this high-impact keynote, Tiffani Bova doesn't just speak about change—she gives your team the framework to lead it. Tiffani tackles the harsh reality of today's business landscape: the pace of change isn't slowing down. Disruptive forces such as artificial intelligence, automation, changing buyer expectations, and a rapidly digitizing economy are forcing organizations to rethink. Buyers are more discerning, sales cycles are longer, and customer loyalty is increasingly tied to experience over price or product. The pace of innovation has never been greater, and the cost of inaction is steeper than ever.

Drawing from over two decades at the frontlines of technology, customer experience, and sales strategy—from her time at Salesforce and Gartner to her best-selling books Growth IQ and The Experience Mindset—Tiffani delivers clear, actionable guidance on how to future-proof your business. She shows how aligning customer insight, employee experience, cost optimization, and strategic investment isn't optional—it's the only way forward.

Your audience will walk away with a renewed understanding of how to:

- Stay ahead of disruptive trends like AI and automation

- Adapt to shifting buyer behavior and longer, more complex sales cycles
- Bridge the gap between innovation and execution
- Use customer and employee experience as a growth strategy—not an afterthought

Tiffani doesn't offer platitudes—she offers a proven playbook backed by real-world examples and global insights. If your team is ready to stop reacting to change and start shaping it, this keynote is your starting point.

**Revolutionize Your Sales: Harness AI For Business Growth**

In today's fast-moving market, sales success isn't just about hustle—it's about smarter strategy, deeper relationships, and intelligent tools. In this high-energy keynote, Tiffani Bova —bestselling author, former Chief Growth & Innovation Evangelist at Salesforce, and one of the world's top voices on sales transformation—delivers a compelling blueprint for how modern sales teams can thrive in the age of AI.

Drawing on 30 years of experience helping companies like Microsoft, Amazon, and IBM grow smarter, Tiffani shows how leveraging AI, machine learning, and predictive analytics can transform every stage of the sales cycle—from pipeline acceleration to customer loyalty.

This keynote covers:

- How to build trust-first sales relationships in a digital-first world
- Using AI to supercharge productivity and drive consistent revenue growth
- Empowering sellers to win before the first customer meeting
- Shifting mindsets from "selling harder" to "selling smarter"

Perfect for sales kickoffs, revenue leadership summits, and customer growth events, this session will leave your teams fired up, focused, and future-ready.

If your organization wants to stop chasing growth—and start engineering it—Tiffani Bova is the speaker who will get you there.

**The Experience Mindset: The Flywheel Of Growth**

What if your biggest growth lever isn't a new product, market, or technology—but your people?

In today’s competitive landscape, many companies obsess over customer experience while quietly overlooking the employee experience that fuels it. The result? Disengaged teams, rising attrition, and stalled growth.

In this provocative keynote, Tiffani Bova, one of the world’s leading voices on growth, innovation, and customer transformation, makes the case for a bold shift in thinking: EX and CX aren’t separate strategies—they’re two sides of the same growth coin.

Drawing from her bestselling book The Experience Mindset and decades of advising global brands like Microsoft, IBM, and Salesforce, Tiffani lays out a powerful framework to help senior leaders:

- Understand how employee experience directly impacts customer outcomes
- Identify critical gaps that are slowing growth across departments
- Align HR, finance, operations, and frontline teams around shared KPIs
- Create an experience-driven flywheel that boosts retention, productivity, and revenue

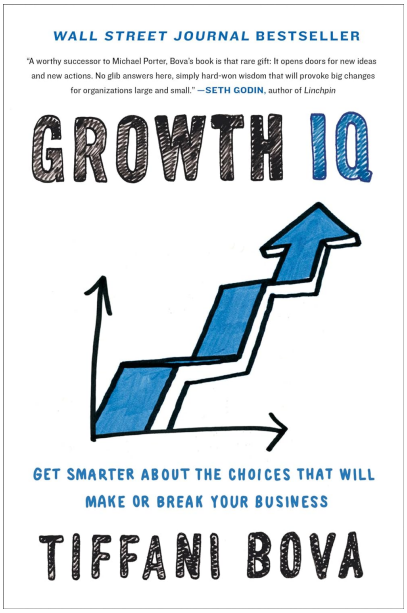
Whether you’re scaling rapidly or trying to sustain momentum, this keynote offers a clear, compelling path to unlocking inside-out growth that lasts.

If you’re leading a business through transformation, you can’t afford to ignore the connection between how your people work and how your customers feel. Tiffani Bova will not only make your leaders see it—she’ll show them how to act on it.

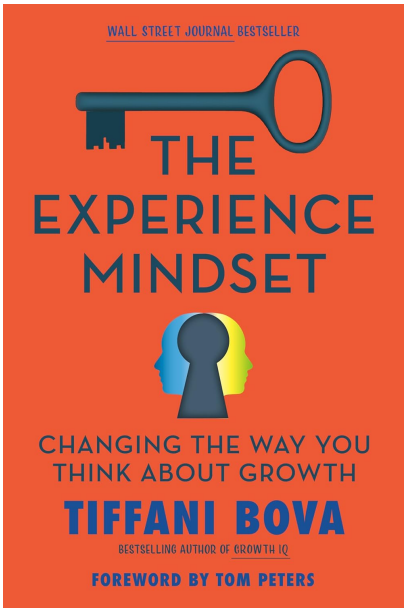
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## PUBLICACIONES

### Libros




GROWTH IQ




THE EXPERIENCE MINDSET

## CONDICIONES

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