

# REBECCA GROSS TIEDER

## **CONTACT**

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## **STRENGTHSFINDERS**

- Activator
- Ideation
- Strategic
- Connectedness
- Futuristic

## **CORE SKILLS**

- Idea Architect
- Relationship Development & Management
- Program Design & Oversight
- Team Building
- Shifting Culture
- Public Speaking
- Consensus Building

## **AWARDS & NOTED ACCOMPLISHMENTS**

- 2019 Silver Telly Winner, "Melt", Online General-Social Issues
- Lectured on over 500 stages, to over 2,000,000 in over 40 states
- Creator of Sexversations
- Creator & Cast Member, Dishonorable Mention, a nationally syndicated politainment podcast
- Recipient of the Ludin Young Professional Award
- TEDx Youth Speaker
- Keynote Speaker at the National Conference on Ethics in America at West Point Academy
- Distinguished Service Award presented by Tampa Bay Chamber of Commerce
- Subject of the documentary film, "You Are the One"
- Consultant for Dateline NBC, and featured on FOX, ABC, CBS, CNN, NBC, Marie Claire, Cosmopolitan, NPR
- 30 under 30 honoree, Tampa Bay Business Journal

## **MEET BECCA**

A fourth generation Floridian with a passion for servant leadership, my career has been devoted to work that improves the lives of others and creates applicable solutions to complex problems. Driven by a desire to create cultural shifts through education, advocacy, policy and relationships, my greatest asset is an ability to examine and address challenges through a lens of optimism, creativity and collaboration. A strategic and creative problem solver who is most comfortable outside of the box I am adept at leading others in changing environments. As a true connector, my superpower is an ability to foster and maintain relationships with diverse thought leaders and a talent for engaging and igniting stakeholders. An entrepreneurial thinker whose sense of humor is always intact, my obituary will read "played well with others". Regarded as an innovative, positive and team-oriented leader that builds cohesive, high yield organizations that consistently surpass metrics, and outcomes. My deep understanding of and commitment to organizational culture enables me to strengthen organizations through an empowered team, clear vision and a passion for our shared mission and goals.

## **PROFESSIONAL EXPERIENCE**

### **DIRECTOR OF PUBLIC POLICY: JWB of Pinellas County, October 2021 - Present**

- Serves the agency as the Government Relations liaison; municipal, state and federal
- Develops meaningful relationships with key allied partners such as: The St. Pete Chamber, Amplify Chamber, The Suncoast League of Cities, Florida Chamber Foundation and the Florida Special Districts Association.
- Analyze and report on policy issues related to our strategic plan, goals and objectives.
- Makes policy recommendations via annual Legislative Priorities/Considerations to the Board of Directors.
- Directs public affairs efforts, connecting community leaders, government employees and public servants to our strategic initiatives and data resources.
- Prepares and/or reviews memos, reports, contracts, proposals and studies; makes recommendations on a wide variety of internal and external policies.
- Facilitates, leads, and/or participates in external meetings, presentation, proceedings, and committees; represents the agency at statewide meetings and conferences; serves as a liaison between departments, external partner organizations, the general public, and other agencies.
- Coordinates among JWB departments to ensure compliance with applicable state laws.
- Informs the Executive Team and appropriate staff regarding existing statutory compliance and subsequent amendments to state statutes following the annual legislative session.
- Serves as the staff liaison for Gubernatorial Board Appointment and Senate Confirmation process of new JWB Board members.
- Serves as the staff lead for reviewing and recommending revisions to the JWB Bylaws.
- Developed and lead the Legacy Leadership Program to engage former board members in the agency.
- Works closely with the Board of Directors, agency staff and volunteers.
- Serves as a outward facing member of senior staff, connecting leaders with JWB and our efforts to improve the lives of all children in Pinellas County.

## COMMUNITY CONTRIBUTIONS

Creator of See Her Soar

Guardian Ad Litem Foundation,  
Board of Directors & Board  
Development Chair

Juvenile Welfare Board,  
Children's Mental Health  
Initiative Steering Committee

Pinellas County Economic  
Development Committee  
Member

Communities Rising: An Evening  
with Shannon Watts –  
Founder/Chair

Truth, Humanity, Justice, An  
evening with Erin Brockovich –  
Founder/Chair

Warriors Rising: An evening with  
Glenn Doyle – Founder/Chair

University of West Florida Alumni  
Association – Board of Directors

Gulf Coast Jewish Family &  
Community Services – Board of  
Directors

The Athena Society – Board of  
Directors, VP of Membership

Pinellas County Emergency  
Medical Services Advisory  
Council

The Jewish Federation of the  
Gulf Coast Women's  
Philanthropy Program Chair

Mom's Demand Action  
volunteer Be Smart Training  
Leader

The Tampa Bay Chamber of  
Commerce – Board of Directors

Alpha Gamma Delta – National  
Volunteer, Alumnae Chapter  
President, Chapter Advisor

Sexual Assault Task Force of  
Tampa Bay – Member

Cub Scouts, Pack 43 – Volunteer

Emerge Tampa – Voice Co-  
Chair

Initiated and executed a  
fundraiser to provide  
scholarships for children's field  
trip and lunch fees

Safety Harbor Little League –  
Volunteer

The Mattie Williams Center of  
Safety Harbor – Volunteer

City of Clearwater Charter  
Review Committee Member

## EXPERIENCE CONTINUED

### PRESIDENT/FOUNDER: One Student/Shift Cultures, June 2010 - July 2024

- Led the development, creation, funding procurement, board development and launch of One Student (now Shift Cultures), an internationally recognized nonprofit whose work focuses on creating interpersonal and large-scale cultural shifts in order to foster genuine human equity.
- Curated vast bipartisan relationships with local, state and federal officials.
- Provided policy expertise to senior officials at the White House regarding the Task Force to Protect Students from Sexual Assault.
- Developed trauma informed curriculum, tools, resources and educational materials for Ohio Department of Higher Education Division of Campus Safety & Sexual Violence Prevention for nearly 90 Ohio institutions of higher learning.
- Oversaw all elements of the Ohio project from acquisition, developed the team of thought leaders, policy experts, advocates and activists. Drafted all communication and reporting to the ODHE.
- Led all aspects of relationships management, program development, operations and execution.
- Developed relationships with key decision makers to procure partners nationally and globally.
- Created, managed and implemented program content which includes multimedia campaigns, cutting edge tools, initiatives and resources utilized by over 60 countries.
- Developed original educational programs and curriculum that successfully address issues such as the intersection of sexual assault, harassment, mental health, bystander intervention and systemic inequities -many stemming from childhood.
- Generated funding sources, secured grants and oversaw all expansion efforts.
- Working to shift cultures by effectively addressing social issues through community engagement, partnerships, programs, articles, tools and trainings.
- Cultivated, managed and maintain a highly accredited, nationally recognized team of consultants.
- Pioneered a Florida state wide collegiate consortium to share best practices and engage student leaders of diverse backgrounds representing a wide swath of institutions. Paired all participants with mentors from the business community and created a platform for them to write about their individual and shared experiences.
- Responsible for oversight of messaging, social media, organizational marketing, business development, client relationships and the fostering of partnerships.
- Successfully engaged thousands of community stake holders and hundreds of universities.

### DIRECTOR OF PROGRAMS & COMMUNICATIONS: Ruth's List Florida, November 2019 - December 2020

- Designed and led all communications and program strategy for Ruth's List Florida, including designing the organizational communications response to the pandemic.
- Successfully developed and executed communications plans regionally and statewide. The strategy became a model for other statewide and national organizations.
- Have established excellent bi-partisan relationships with elected officials and candidates in all levels of government.
- Established key coalition partners, united thought leaders, engaged influencer's and strengthened visibility and engagement. Examples include: Alianza for Progress, LULAC Florida, The Women of Color Empowerment Institute, Inc. and EMILY's List.
- Designed and produced over 50 virtual programs reaching over 60k unique viewers.
- Identified, recruited, trained, mentored and helped elect Democratic women to all levels of office in Florida.
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## EDUCATION

B.A. Theatre Arts, University of West Florida

Service-Learning Leadership Academy,  
University of South Florida

Post-Crisis Leadership Certificate, University of South Florida

Clearwater Citizens Academy,  
City of Clearwater

Juvenile Justice Academy,  
Pinellas County.

## CONSULTANCY

Provided program and project consultancy for organizations such as:

- The Hillsborough County Supervisor of Elections
- The Central Pinellas Chamber of Commerce
- The Jewish Federation of the Gulf Coast
- Temple B'nai Israel

## EXPERIENCE CONTINUED

- Developed channels and produced programs for over 100 candidates to address critical issues such as: pay equity, the economy, unemployment, the impact of COVID-19 on communities, criminal justice reform, education equity, Hispanic leaders town halls, environmental issues.
- Pioneered programs that illustrated issues adversely impacting marginalized communities, low-income and rural Floridians.
- Managed the development and growth of 12 regional subsidiaries including their boards and leadership.
- Produced and managed all regional programs and events. Such as candidate and community programs, communications strategies, fundraising, recruitment and social activities.
- Primary point of contact for regional volunteers. Led, organized and chaired monthly leadership calls.
- Managed and maintained press releases, website content, newsletters, social media and digital communications.

Increased open rate from 8.72% to 23.5%

Weekly Digest averages < 40% open rate

Reaching an average of 5,000 views per communication

- Directed organizational membership program including assessment, maintenance, communications and growth strategy, with 37% growth under my leadership.
- Oversaw annual state conference planning and administration with COO.
- Represented the organization at local, regional, statewide and virtual events. Frequent travel to meet with stakeholders.
- Served in agency leadership since 2018.

### **DIRECTOR/FOUNDER: Let's Talk Solutions, Inc., July 2003 - December 2020**

- Co-Founded Let's Talk Solutions to provide common sense solutions to sexual violence and to reduce the shame and stigma surrounding sex and sexual assault.
- Creator of numerous highly regarded educational programs designed to create a culture of consent and interpersonal empowerment that have reached over two million students.
- Served as a consultant for Dateline NBC, and has been featured on FOX, ABC, CBS, CNN, NBC, Marie Claire, Cosmopolitan, NPR and a TEDx Youth Speaker.
- Reviewed, developed and introduced organizational policies designed to protect members from sexual assault and harassment.
- Created and implemented a successful award-winning fellowship program designed to amplify students and stakeholder voices.
- Created, trademarked and distributed a line of commercial products and educational materials used by nonprofits, the military and NGO's.
- Procured hundreds of universities, non-profits and the United States military as clients.
- Presented programs at over 500 institutions of higher learning, as well as several branches of the United States military.
- Featured in a documentary film, "You Are the One".
- Keynote speaker for numerous regional and national conferences.
- One of the most in demand, award winning speakers on the college market.
- Maintained relationships with clients and frequently was sought out to return because of impact, excellence and professionalism.