

# BECCA GROSS TIEDER

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## CONTACT

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## STRENGTHS FINDERS

- Activator
- Ideation
- Positivity
- Connectedness
- Empathy

## CORE SKILLS

- Idea Architect
- Relationship Development & Management
- Program Design & Management
- Team Building
- Shifting Culture
- Public Speaking
- Event Planning

## 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
- 2017 recipient of the Ludin Young Professional Award
- TEDx Youth Speaker
- Keynote Speaker at the National Conference on Ethics in America at West Point Academy
- Subject of the documentary film, "You Are the One"
- Served as a consultant for Dateline NBC, and featured on FOX, ABC, CBS, CNN, NBC, Marie Claire, Cosmopolitan, NPR
- 30 Under 30 awarded by Tampa Bay Business Journal
- Distinguished Service Award presented by Tampa Bay Chamber of Commerce

## ABOUT ME

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 comfortable thinking outside of the box and is highly adaptable to 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. Highly regarded as an inclusive, positive and team-oriented leader that builds cohesive, high yield organizations that consistently surpass metrics. My deep understanding of organizational culture drives my commitment to build stronger organizations through an empowered team, strong leadership and a passion for our shared mission or goal.

## PROFESSIONAL EXPERIENCE

**PRESIDENT/FOUNDER:** One Student/Shift Cultures, June 2010 - Present

- 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.
- Developed relationships with key decision makers to rapidly 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, racism, homophobia, bystander intervention and systemic inequities.
- Generated funding sources, secured grants and oversaw all expansion efforts.
- Working to shift cultures by effectively addressing sexual health, inclusion, social change, consent culture and community engagement through programs, articles, tools and trainings.
- Cultivated, managed and maintain a highly accredited, nationally recognized team of consultants.
- Successfully engaged thousands of community stake holders and hundreds of universities.
- Pioneered a 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.
- Provided expertise to senior officials at the White House regarding the Task Force to Protect Students from Sexual Assault.
- Developed 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 project from acquisition, developed the team of thought leaders, policy experts, advocates and activists. Lead program development and execution.
- Represented the organization at hundreds of events.

## 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  
Glennon 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

## EXPERIENCE CONTINUED

### INDEPENDENT CONTRACTOR/PROJECT MANAGER, 2007-2018

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

### DIRECTOR OF PROGRAMS & COMMUNICATIONS: Ruth's List Florida, Jan. 2020 - Dec. 2020

- Lead communication and program strategy for Ruth's List Florida, including designing our 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 influencers and strengthened visibility and engagement with Alianza for Progress, LULAC Florida, The Women of Color Empowerment Institute, Inc. and EMILY's List.
- Designed and produced over 50 virtual programs reaching well over 60,000 unique viewers.
- Identified, recruited, trained, mentored and helped elect Democratic women to all levels of office in Florida.
- 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 of color, civil rights, criminal justice reform, education equity, Latinx leaders town halls, environmental issues.
- Pioneered programs that introduced the intersection of issues that adversely impact BIPOC (Black, Indigenous, and People of Color), disabled people, LGBTQ+ people, low-income people, and people living in rural areas.
- Oversaw and supported the growth and development of all 12 of the Ruth's List Florida regional subsidiaries; including, but not limited to their local 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. Lead, 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***

## COMMUNITY CONTRIBUTIONS

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City of Clearwater Charter Review Committee Member

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

## EDUCATION

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- B.A. Theatre Arts,  
*University of West Florida*
- Service-Learning Leadership Academy,  
*University of South Florida*
- Post-Crisis Leadership Certificate,  
*University of South Florida*

## EXPERIENCE CONTINUED

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

- Co-Founded Let's Talk Solutions after my best friend was sexually assaulted in order to provide common sense solutions to sexual violence and reducing 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.

**DEVELOPMENT MANAGER:** Big Brothers Big Sisters, Jan. 2004 - 2006

- Generated significant financial support through event planning, management and execution.
- Responsible for overseeing various media and public relations campaigns for special events and new partnerships.
- Oversaw the individual giving program for the agency.
- Solicited and secured corporate and media sponsorships.
- Created and implemented an aggressive marketing plan for each event, including the development of promotional materials and communications.
- Recruited volunteers for the agency.
- Developed leadership councils in Hillsborough, Polk and Pasco Counties.
- Produced press releases, coordinated media coverage and airtime.
- Continued, self directed research on community prospects and potential business partners.
- Lead stewardship initiative with new and existing donors.
- Agency representative and spokesperson at numerous community events. Experienced in working with a Board of Directors, agency staff and volunteers.