

Tiffany Sander

Keynote Speaker



Tiffany Sauder in a few words

CEO
Marketing Mind
Straight Shooter
Working Mom
Keynote Speaker

OFFICIAL BIO

Tiffany Sauder is the CEO of Element Three, a full-service marketing consultancy in Indianapolis.

After taking over in 2006, she transformed the company from a small creative shop into one of the fastest-growing marketing consultancies in the Midwest.

Under her leadership, Element Three has appeared on the Inc. 5000 six consecutive times from 2014 to 2019, brought home a “Best of Show” ADDY Award, claimed spots on the IBJ Fast 25: Fastest Growing Businesses in 2014 and 2015, and won HubSpot’s Agency of the Year. She’s been named to IBJ’s 40 Under 40, honored with Junior Achievement’s Best and Krannert’s Burton Entrepreneurship Award, and sits on the boards for Gibson Insurance, YPO Indiana, and Orr Fellowship.





On paper, the story looks great. But that's just the highlight reel. The reality is that leading the company at 24 years old, navigating a recession, and balancing family life all at the same time wasn't easy. It was—and continues to be—messy, emotional, and scary, especially when you're teetering on the edge of success or complete disaster.

Today, Tiffany shares her story with leaders, executives, and business owners, motivating them to embrace transformational honesty and tackle their own big moments in business and life head-on.

Outside the office, she spends time with her husband and four daughters, runs half marathons, and is practicing for the day Food Network calls to cast her on Chopped.



FEATURED SPEAKER AT:

AdvertisingAge



INBOUND



RESOLVE



DIGITAL SALES &
MARKETING
WORLD 2020

DIGITAL AGENCY
EXPO

FEATURED IN:

Harvard
Business
Review

HubSpot
Forbes



INDIANAPOLIS
BUSINESS JOURNAL



AWARDS:

Inc.
5000



AMERICAN
ADVERTISING
AWARDS





Tiffany's Talks

There are plenty of smart people out there. But not everyone can move a crowd, inspire action, and truly captivate an audience. Rooted in her own experiences, Tiffany's presentations are honest, genuine, and powerful.

Big Wins and Battle Scars: How to Build Something That Defies the Odds

“Tiffany Sauder can flat out move an audience. She exudes strength yet at the same time is willing to lean in and get vulnerable. She’s warm. She’s touching. Her words induce action and inspiration. And not only that, but she’s an absolute joy to watch on stage. As someone who speaks all over the world, I’d put Tiffany up there with anyone.”

-MARCUS SHERIDAN, OWNER/PARTNER AT IMPACT

ABOUT

Running a business is hard work. Figuring out how to profitably lead a rapidly growing business is even harder. As the leader of a six-time Inc. 5000 organization, Tiffany Sauder has steered Element Three through periods of tremendous growth and significant turmoil.

In this session, Tiffany will talk through some of the big wins and battle scars from her journey of growing from 8 employees to over 60 and catapulting annual revenue by over 1000 percent. She will share the tools and strategies necessary to find the right talent, prioritize the right client relationships over others, and develop an organization built for growth.

KEY TAKEAWAYS

- Understand key decisions made in order to build one of the fastest growing agencies in the Midwest
- Walk away with practical tips for developing an organization built for growth from the ground up
- Be able to identify growth pillars for their own business based on Tiffany’s examples from Element Three

Leading a Scared Confident Team: Five Principles to Creating a Culture of Confidence

“Booking Tiffany for our annual company meeting was the perfect way to kick off our year—the team was buzzing after her talk and ready to tackle the year ahead. Not only is she dynamic, authentic, and wildly transparent, but she has an uncanny ability to really light a fire within people. We’d invite her back in a heartbeat.”

-TIM LEMAN, CEO AT GIBSON

ABOUT

A team without a clear purpose is destined to fail. On the flipside, a team that understands the vision of their leader and how their work supports the organization’s goals is much more likely to succeed. But that’s just basic “Teams 101.”

What if your team could be a Scared Confident team? A team that understands how to acknowledge brutal truths, master their fears, and stay committed to being comfortable in the uncomfortable. Now that’s next level stuff.

In this interactive session, Tiffany shares the five principles that lead to a Scared Confident culture—a team of dedicated, high performing, and engaged employees who bring their best to work every day.

KEY TAKEAWAYS

- Feel confident about the people and roles they have on their team
- Be able to develop principles to create their own scared confident culture
- Be prepared to have authentic conversations at work

Stop Selling a Contrived Reality: The Truth About Transformational Marketing

“Tiffany has built a presence and community that have positioned her as one of the most powerful visionaries and leaders to come out of the Midwest. If you have the opportunity to hear her speak, take it. Her passion, knowledge, and sincerity will be sure to stick with you long after her presentation ends.”

-BRYAN BRENNER, CEO AT FIRSTPERSON ADVISORS

ABOUT

People don't like marketing. They don't like being sold to. And they definitely don't like imagery and messaging that's so far from their own reality that they just want to scream.

Despite the fact that any good marketer knows the power of authenticity, most marketing teams still operate in this full-face-make-up, everything-in-its-place type of way.

Instead, what if marketers and leaders confronted the brutal facts and said the truest thing they could about everything from their product and teams to their business results and place in the market? Now we're getting somewhere.

In this session, Tiffany shares how vulnerability, transparency, and honesty can guide marketing leaders towards tremendous growth both internally and externally.

KEY TAKEAWAYS

- Understand that transformational honesty begins with vulnerability
- Learn the benefits of being real—even when it's not pretty
- Recognize what it means to be truly authentic both in the marketplace and when leading a team

Ready to book Tiffany for your next event?

Get the conversation started by emailing
us at marketing@elementthree.com.



Tiffany Sander