

# Tiffany Tauscheck, CDME

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Strategist • Community Engagement Expert • Innovative Development Exec  
Public Relations Pro • Data-driven Marketing and Branding Leader

## Accomplishments

- Recipient of Drake University National Young Alumni Achievement Award, 2018
- Named Des Moines Metro Women's Network Woman of the Year, 2015
- Named one of the nation's "Forty Under 40" in the non-profit/association industry by *USAE*, September 2014
- Named first-ever "Meredith Corporation Emerging Woman of Influence" by the *Des Moines Business Record*, August 2014
- Appointed to first-in-the-nation Governor's Council on National Service in Iowa, 2014
- Drake University Undergraduate Commencement Ceremony Speaker, May 2012
- Named first female Young Professional of the Year by *Juice Magazine*, 2011
- Named one of Des Moines *Business Record* "Forty Under 40" honorees, 2008
- Des Moines Radio Group Employee of the Year, 2005

## Professional Experience

### **Chief Strategy Officer, Greater Des Moines Partnership**

***Promoted from Chief Communications Officer role in December 2017*** Des Moines, May 2015 – Present

- Staff lead of record-breaking five-year Investor Campaign delivering \$34.5M in commitments to strategically activate the region's priorities through The Partnership; Record 19% increase in commitments; Secured record 60 new Investors
- Strategic advisor to the CEO, Board of Directors; advise Senior Leadership Team
- Lead strategic planning, strategic priorities, external positioning, marketing, PR and communications; advise organizational operations and processes for continuous improvement
- Lead Investor Relations, including Investor strategy, engagement, prospecting and procurement
- Oversee the activation of more than 40 Partnership initiatives, programs and events annually

**Vice President of Marketing & Development, Greater Des Moines Convention & Visitors Bureau (501c6) and Des Moines Area Sports Commission (501c3), Executive Team Member** Des Moines, October 2007 – May 2015

- Led city/CVB brand identification research project; developed and launched new comprehensive "Catch Des Moines" brand/messaging in 2012
- Created a new revenue diversification model; Oversaw revenue development, community and corporate partnerships, sponsorships, ad co-ops, totaling average of \$500K annually; Surpassed fundraising goals for 2014 AAU Junior Olympic Games and 2014 National Junior High School Finals Rodeo
- Led team to record revenue generation and prospective visitor inquiries for the CVB, Fiscal Year 2013-2014
- Played key role in bid development for major city-wide events including Solheim Cup, NCAA Men's Basketball, NCAA Wrestling Tournaments, USA Track and Field, Junior Olympic Games
- Created and activated new "Catch Des Moines Culture" arts and culture campaign, website and community calendar infusion
- Developed and executed strategic, integrated marketing and advertising campaigns to drive increased economic impact to the city through visitor spending, event attendance
- Led media interaction, coverage and PR efforts to promote Greater Des Moines
- Oversaw development of all digital and traditional media, including website, mobile site, mobile app and CVB publications marketing Greater Des Moines as a visitor destination

- Coached, trained and led Marketing and Partner Sales team members and staff of more than 30 volunteers/interns

**Marketing Manager & Internship Manager, Non-Traditional Revenue (NTR) Department Sales, Lite 104.1 and 93.3 KIOA, Des Moines Radio Group (DMRG)** Des Moines, July 2004 – October 2007

- Planned, managed and executed all marketing, promotions and events for two radio stations, assisted with events for other four DMRG stations
- Created, activated and oversaw strategic marketing campaigns leading to record ratings: #1 in Women 25-54, Arbitron Ratings, 2006
- Sold NTR sponsorships to local and national businesses totaling \$1M+ annually
- Managed television ad campaigns, including spot creation and placement
- Recruited, hired, trained and managed team of 12 - 30 interns, season dependant

**Admissions Coordinator, Vatterott College** Des Moines, July 2003 - July 2004

- Sold each potential non-traditional student on intangible item – an education
- Planned and executed student/public events while presenting story ideas to media

**Reporter, Producer, KDSM (FOX) & Producer, Associate Producer, Editor, KGAN (CBS)** Des Moines, September 2001 - July 2003 / Cedar Rapids, March 2001 – November 2001

- Managed newsroom on weekends
- Wrote stories daily under tight deadlines as a Reporter and Producer
- Executed live shots and made public appearances

### Additional Activities

- Association of Chamber of Commerce Executive, National Marketing and Communications Advisory Board Co-Creator and Co-Chair, 2017-Present
- DSM Skatepark Campaign Cabinet Member, 2017-Present
- World Chamber Federation Digital Strategy Task Force, 2016-2017
- Solheim Cup Local Organizing Committee and Volunteer Co-Chair of Admissions, 2015-2017
- Bravo Greater Des Moines Board of Directors, 2016-Present
- Iowa Cultural Trust Board, appointed by Governor Branstad, 2016-Present
- Ballet Des Moines Board of Directors, 2016-Present
- UnityPoint Health – Des Moines Board of Directors, 2015-Present
- Hospice of Central Iowa Foundation Board of Trustees & Development and Wish Granting Committees, 2014-2017
- Maddie's Circle, 2012-Present
- National Drake Alumni Board Member, 2010-Present
- Community Foundation of Greater Des Moines Marketing Committee, 2010-Present

### Education and Certifications

- Drake University, BA, Journalism and Mass Communication
- Greater Des Moines Leadership Institute, Class of 2008-2009
- Certified Destination Management Executive certification, 2015
- Drake University Executive Leadership Program, 2016-2017
- Leadership Iowa, Class of 2017-2018
- Currently enrolled in Institute for Organizational Management four-year program, July 2019 expected graduation date