



Tiffany Sieve

Tiffany is a passionate leader who balances her time raising her 3 children, giving back to the Cincinnati community, and leading a powerful Marketing team. When it comes to serving the community, Tiffany gives her time and energy to 3 key passions: mentoring youth, promoting gender equality, and driving awareness for heart health. She started her mentorship at DECA, mentoring high school students and leading youth camp retreats. During her professional career, she continued to mentor with Steps for Success, Adopt A Class, and the Cincinnati Youth Collaborative, where she inspires students to overcome obstacles and set them up for long-term success. Tiffany is also an advocate for gender equality and advancing women in leadership positions as she co-founded the Women's Inspirational Network at Paycor and is an active board member for the Center for Women in Business and Leadership for Xavier University. Additionally, to honor her late father and provide hope to others, she serves on the American Heart Association's Heart Challenge Executive Leadership Board where she raises funds to support lifesaving research and education. Tiffany has a Bachelor of Science degree in Business from Purdue University and an MBA in Marketing from Wright State University.

CONTACT

PHONE:
513-293-4567

EMAIL:
Tiffany.sieve@gmail.com

HOBBIES

Running
Traveling
Music & Concerts

PROFESSIONAL ASSOCIATIONS

Leadership Cincinnati, Class 45 (Cincinnati Chamber) – 2021 to present

CMO Roundtable (Cincinnati Chamber)
Member with the American Marketing Association – 2019 to present

Alumni+ Network (Cincinnati Chamber) – present

Paycor's Women's Inspirational Network Co-Founder and Executive Sponsor – 2016 to present

WE Succeed Executive Leadership Development for Women Member (Cincinnati Chamber) – 2016

SENIOR VICE PRESIDENT, MARKETING & COMMUNICATIONS PAYCOR

Tiffany is the Senior Vice President of Marketing and Communications at Paycor. In this role, Tiffany leads a talented team of 40 Marketing professionals to build brand awareness strategies, drive demand generation with prospects and partners, and foster advocates throughout Paycor's customer journey. With 15+ years of marketing and sales experience, Tiffany is highly results driven and passionate about both the analytical and creative sides of marketing to drive exceptional revenue growth. Tiffany is an authentic leader who focuses on developing high performing teams that are empowered to make strategic decisions.

ADDITIONAL CAREER HIGHLIGHTS

Paycor – 2014 to present

- Served multiple roles with increasing responsibility on the Marketing team

LexisNexis – 2009 to 2014

- Started a new Marketing testing team to analyze marketing results and identify key growth trends

Ryan Homes – 2006 to 2009

- Sales and Marketing Representative for a new home builder

BOARDS & COMMUNITY INVOLVEMENT

- **American Heart Association's Heart Challenge Executive Leadership Board** – 2021 to present
- **Center for Women in Business and Leadership Advisory Board Member for Xavier University** – 2020 to present
- **Adopt a Class Mentor**, Hartwell Elementary – 2017 to present
- **Cincinnati Youth Collaborative Mentor** – present
- **Steps for Success Mentor**, Oylar School – 2014 to 2017
- **DECA High School Mentor and Summer Leadership Retreat Youth Staff Leader** – 2000 to 2006