

TIFFANIE MARK

PROFESSIONAL EXPERIENCE

AGORA RDM (REAL ESTATE, DEVELOPMENT, MANAGEMENT)

Chicago, IL

06/2017 to Current

CoFounder/Director of Operations

Agora RDM is one of the only official consulting firms in the world specializing in coworking models, providing creative, out-of-the-box shared space solutions to optimize real estate efficiency, maximize foot traffic, and increase revenue pr/sq ft.

Organizational Development

- Designed organizational structure to consolidate diverse opportunities into one optimized system design, managing multiple pre-existing relationships, and mediating expectations between stakeholders
- Developed financial operations system and sales funnel process, outlining customer needs to design consulting packages, time-cycles, and customer satisfaction feedback processes

Coworking

- Conceptualized and designed multiple first-of-their-kind coworking models, creating marketing plans, operations manuals, go-to-market strategies, pricing models and member packages relative to the entity's unique offering
- Designed an original 4D Coworking Model for the purpose of identifying and analyzing elements of successful coworking structures

Real Estate Development

- Worked closely with executives of nationally and internationally based real estate and investment groups from a myriad of industries, successfully managing multiple client relationships simultaneously
- Researched properties, designed and executed comprehensive financial risk analysis to determine strength of potential investments, resulting in financial, market and real estate design reports

Event Planning

- Designed, coordinated and marketed international VIP travel packages for the launch of new coworking projects, hosting targeted c-level professionals, tech entrepreneurs and social media influencers from around the world for the purpose of launching ongoing strategic partnerships and facilitating organic promotional efforts for new brands via blogs and social media narratives

MARK & ASSOCIATES

Madison, WI

12/2015 to Current

Consultant

Private consulting for clients in multiple industries, providing systems analysis, and refining business processes for quality and efficiency improvement.

Organizational Development

- Worked with clients to refine and streamline existing processes, focusing on improving quality, efficiency and management-employee communication
- Designed terms sheets for new business structures and joint venture partnerships

Coworking

- Helped existing organizations design coworking space partnerships to expand existing brands
- Involved in talent acquisition processes to recruit, hire and onboard coworking community managers with exceptional aptitude, skill levels and industry expertise

Real Estate Development

- Compiled consumer, competitor and marketplace data and used findings to provide reports, presentations and to make recommendations on business and investment decisions

Public Speaking

- Speaker training for corporate teams and individuals, focusing on thought organization, presentation structure and aligning intended and perceived messaging

HORIZON COWORKING

Madison, WI

04/2015 to Current

Coworking Consultant

Madison's first coworking space and major organizing hub for the entrepreneurial community, coined "study hall for grownups".

Organizational Development

- Assisted founding team in designing and executing new operations, sales and media plans, as well as participating in community partner committees to analyze and improve processes while also address emerging stakeholder challenges
- Designed structure to join Matrix Coworking and Horizon Coworking as Madison's first partnered workspace network, establishing reciprocity, resulting in increased member retention and revenue growth for both companies

Coworking

- Joined the Horizon Coworking team as an expert coworking consultant and coach for founder, after a significant financial downturn in the organization, successfully reorganize and refocused marketing, sales and operations
- Introduced founding team to existing coworking resources, booking software and industry best practices

MATRIX COWORKING

Madison, WI

Founder

05/2013 to Current

Wisconsin's first female owned and operated coworking space, Matrix was the first to offer cross industry amenities such as art programs, yoga classes, wellness rooms, music practice space, and a dance studio.

Organizational Development

- Innovated a coworking space model from concept to fruition, before it was a recognizable model and prior to the implementation of policies and support service for shared-space business models, such as legal, accounting, insurance, booking software, etc
- Designed and coordinated member management system, motivating team members to develop and facilitate new programming for emerging coworking needs

Coworking

- Created international brand recognition within the global network as one of the first cross industry coworking spaces in existence, becoming a model that has since been replicated
- Researched international industry trends to identify gaps in the market as well as new products and services

Real Estate Development

- Purchased and renovated 10k sq/ft commercial building, provided ongoing management of the property and grounds
- Navigated the process of achieving TIF approval for ongoing renovations, significantly increasing property value and neighborhood desirability

Event Planning

- Designed and facilitated regularly scheduled events and programming for member engagement, business education and social/professional networking

TRC GLOBAL SOLUTIONS

Milwaukee, WI

Relocation Counselor Associate

10/2011 to 06/2013

TRC provides superior quality, cost-effective global employee mobility solutions, enabling clients to have the right talent in the right place at the right time and empowering them to achieve their strategic and business objectives.

Real Estate

- Administrative support for several Relocation Counselors who are responsible for the delivery and management of all relocation services for clients' relocating employees.
- Services supported include home sale assistance, home marketing, home purchase counseling, home finding assistance, household goods, expense administration, policy administration, temporary living, and rental assistance.

VOLUNTEER PROFESSIONAL EXPERIENCE

WISCONSIN COWORKING COLLECTIVE

State of Wisconsin

Founder/Collective Member

03/2018 to Current

A statewide collective for coworking spaces, providing industry education, sharing best practices, networking membership resources, and facilitating the emergence of a single voice for consistent messaging and collective bargaining.

Organizational Development

- Identify common needs and barriers to entry for emerging entrepreneurs of various industries, designing partnerships with service providers to offer equal opportunities for Wisconsin entrepreneurs
- Used 4D Coworking Model for the purpose of identifying and analyzing elements of successful coworking systems, mapping membership profiles, and determining factors for product differentiation
- Designed processes and procedures for data collection and analysis of statewide entrepreneurship ecosystem

Coworking

- Built one-on-one relationships with each Wisconsin coworking space owners/operators for the ongoing discovery of common pain points to accurately assess and address the shared needs of collective members
- Provide support and mediation between spaces with seemingly oppositional perspectives and interests

THE FORWARD FESTIVAL

Madison, WI

Advisory Member, Event Planner & Marketing Team Member

03/2015 to Current

Madison's largest and fastest growing technology and entrepreneurship festival. An eight day celebration of innovation

and entrepreneurship; "for entrepreneurs, by entrepreneurs, nerds, geeks, hackers, foodies, and creatives from the Midwest."

Organizational Development

- Worked with founding partners to identify and evaluate individual objectives for the purpose of developing a unified growth strategy consistent with the festival's core values
- Identified and brought to light the need to reevaluate previous systems and processes, identifying opportunities for optimization

Event Planning

- Conceptualized, planned and hosted the Parentpreneur Networking event, pioneering ways to bring family focus to entrepreneur development
- Connected c-level entrepreneurs to festival organizers as potential keynote presenters for the Forward Tech Summit

TEDXMADISON Madison, WI

Primary License Holder

11/2014 to Current

TEDx is a program of independently organized, local events, bring people together to share ideas in a TED-like experience.

Organizational Development

- Designed sponsorship packages and presentation decks, engaged community focused businesses in opportunities to support the proliferation of local ideas
- Guided onboarding of new team members, helping them understand the specific TED guidelines of each role
- Collaborated with team members and coordinated responsibilities of each group member to establish successful project strategies

Speaker Training

- Strategized through process of concept development and topic organization and provided stage presence, verbal and nonverbal communication coaching for TEDxMadison speakers
- Incorporated a variety of techniques including stories and inspirational messaging into presentations to entertain and engage attendees

Event Planning

- Assessed event planning services and related costs, capitalizing opportunities to cut costs and drive revenue
- Spearheaded event booking activities and negotiations with vendors, handled contract signing, fee collection, business accounts payable and receivable functions
- Directed photographers, videographers, caterers and event participants during pre-production, production and post-production events

ONGOING PROJECTS

The Physics of Coworking: Quantized workspace (working title)

Coworking and Shared Space Models: How physical and emotional environments affect collaboration and the resulting long term effects on entrepreneurial ecosystems.

EDUCATION AND TRAINING

BACHELOR OF ARTS: BUSINESS AND MANAGEMENT

2011

Alverno College, Milwaukee, WI, United States

- Minor: Chinese Language & Culture
- Minor: Elective Studies
- Internship: System Designer, Alverno College Sustainability Department
- Internship: Business Development, Invidia Design
- Student Advisor

ASSOCIATE OF ART AND SCIENCE: GENERAL STUDIES

2007

University of Wisconsin-Marathon County, Wausau, WI, United States

CERTIFICATIONS

- **Lean Six Sigma Green Belt** - Institute of Industrial & System Engineers (Anticipated Certification, Summer 2018)
- **Real Estate Brokers License** - Shorewest (2012)
- **Landlord Training Certificate** - Milwaukee Dept of Neighborhood Services (2011)
- **Sign Language Technical Certificate** - Northcentral Technical College (2007)
- **Nursing Assistant Technical Diploma** - Northcentral Technical College (2007)
- **EMT-IV Technician Technical Diploma** - Northcentral Technical College (2004)
- **Fire Science Training, Parts 1 & 2** - Northcentral Technical College (2004)

- **EMT-B License** - National Registry of Emergency Medical Technicians (2004)
- **EMT-B Technical Diploma** - Northcentral Technical College (2004)

COMMITTEES

WISCONSIN MICROFINANCE ORGANIZATION : 2013 - PRESENT

Board Member, Madison, WI, United States

A nonprofit organization, founded in 2010 and based in Madison, WI. The mission is to provide small loans to those living in extreme poverty. We celebrate and support people looking to create a better future for themselves, their families and their communities.

FORWARD FEST PLANNING COMMITTEE : 2015 - PRESENT

Advisory Team Member, Madison, WI

Madison's largest, and fastest growing, technology and entrepreneurship festival. For entrepreneurs, by entrepreneurs, nerds, geeks, hackers, foodies, and creatives from the Midwest in an 8-day celebration of innovation and entrepreneurship.

HUNTINGTON'S DISEASE SOCIETY OF AMERICA'S WI CHAPTER "RE-PROM" : 2013 - PRESENT

Lead Committee Member, Madison, WI

This gala has been one of the top fundraisers for the HDSA nationwide for the past seven years. Funds raised through Re-Prom assist local families through support group and social worker funding, and worldwide through funding essential research toward a cure.

FILM/TELEVISION

White Doe - Short film, Lead Actress, 2017, UWM Production

Episode 1, Extreme Moms - Reality TV Pilot, Cast Member, 2012

PROFESSIONAL ENGAGEMENT

Memberships

- The Institute & Industrial and Systems Engineers
- Capital Entrepreneurs
- New Work Cities
- Doyenne Group
- Wisconsin Women Entrepreneurs
- Wisconsin Coworking Collective
- Women Who Cowork

Community Engagement

- Startup Weekend Judge
- Spring Tech Kickoff
- Organizer Barcamp Host
- PechaKucha Presenter