

TIFFANEY McCLENDON

Founder & CEO | Executive Coach | Faculty Instructor | Director

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PROFESSIONAL SUMMARY

Strategic and mission-driven leader with 20+ years of experience developing people, strengthening organizations, and advancing meaningful change. Founder & CEO of R.I.S.E. Leadership and Director of Learning & Engagement at Birmingham Zoo, bringing expertise in leadership development, organizational culture, education, coaching, and strategy.

ICF Associate Certified Coach, strategist, educator, speaker, and author with experience developing leaders at every stage, building inclusive systems, and helping individuals and organizations navigate complexity, strengthen impact, and create sustainable change.

CORE EXPERTISE

- Organizational Culture & Systems Integration
- Leadership Pipeline Development
- Inclusive Culture & IDEA Strategy
- Multi-Program Budget Oversight (~\$575K)
- Cross-Functional Team Leadership
- Executive Coaching & Assessment Interpretation (DISC, 360)
- Industry Facilitation & Public Speaking

PROFESSIONAL EXPERIENCE

Birmingham Zoo | Director of Learning & Engagement | 2024–Present

- Direct ~\$575K annual operating budget with forecasting and expense alignment
- Lead four direct-report managers overseeing 12-person departmental team
- Oversee education initiatives serving 5,000+ participants annually
- Serve as strategic partner to executive leadership on culture and professional development

Previous Progressive Roles

Staff Learning & Inclusion Manager (2023–2024)

Guest Services Programs Manager (2021–2023)

Membership & Group Sales Manager (2018–2021)

Membership & Group Sales Supervisor (2016–2018)

ENTREPRENEURSHIP & LEADERSHIP CONSULTING

R.I.S.E. Leadership | Founder & CEO | 2025–Present

- Executive coaching and leadership development across nonprofit and corporate sectors
- Customized leadership programs for emerging and advancing leaders
- Advising organizations on leadership infrastructure and culture strategy

Leadby | Strategic Advisor, Leadership Development | 2024–Present

- Design and facilitate programming for the Aspiring Leaders Network
- Deliver executive coaching informed by DISC and 360 assessment data

INDUSTRY FACULTY & SPEAKING

Association of Zoos & Aquariums | Leadership Instructor | 2024–Present

- Facilitate global leadership programs for AZA-accredited institutions
- Guide interpretation and application of DISC and 360 assessments
- Support participant capstone development and implementation planning

BOARD & PROFESSIONAL SERVICE

- Board of Directors, Minorities in Aquarium & Zoo Science (MIAZS), *2025–Present*
- Chair, Professional Development Committee, MIAZS, *2025–Present*
- Diversity Committee Member, AZA, *2024–Present*
- Chair, IDEA Committee, Birmingham Zoo, *2024–Present*

CERTIFICATIONS

- Associate Certified Coach (ACC), International Coaching Federation, 2026
- Certified Executive Coach (CEC), Symbiosis Coaching, 2025
- Certified Diversity Professional (CDP), National Diversity Council, 2023
- DEI in the Workplace, University of South Florida, 2022
- MPACT Manager Training, Personnel Board of Jefferson County, 2021
- Employee Engagement, Disney Institute, 2021
- Quality Service, Disney Institute, 2021