

TIFFANEY McCLENDON

Director | Executive Coach | Faculty Instructor | Founder & CEO

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PROFESSIONAL SUMMARY

Strategic and mission-driven leader with 18+ years of progressive leadership across education, revenue operations, and institutional culture development. Serve as Director of Learning & Engagement at Birmingham Zoo while operating as Founder & CEO of R.I.S.E. Leadership.

National faculty member and industry instructor recognized for building leadership pipelines, integrating inclusive culture systems, and aligning revenue strategy with mission impact.

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, 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 & CONSULTING LEADERSHIP

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

- Lead executive coaching and leadership development engagements across nonprofit and corporate sectors.
- Design customized leadership programs for emerging and advancing leaders.
- Advise 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 (Anticipated 2026)
- Certified Executive Coach, Symbiosis Coaching (2025)
- Certified Diversity Professional, National Diversity Council (2023)
- Disney Institute: Employee Engagement & Quality Service (2021)