

TIFFANY ST JAMES

Global Digital Strategist & Leading UK Digital Marketer

Tiffany's personal mission is to help organisations globally to transform and compete digitally and with AI. She helps people to understand the practical use of emerging technology and embed business change. She inspires and excites people, and organisations, to lift their horizons on the art of the possible. She guides and motivates us to think and act differently, through a digital lens, supported by psychology.

Tiffany speaks worldwide at industry and corporate conferences, to address organisations large and small, at schools, colleges, and universities, and as an after-dinner speaker. With the smart use of her industry knowledge, behaviour-change psychology and using her extensive connections at the most senior level as a global leading digital consultant, Tiffany hones tailor-made talks for each audience.

She brings real issues alive and shows how to face those challenges, from delivering social impact to harnessing the value of cultural innovation.

As a speaker, Tiffany is clear, engaging, enlightening, highly knowledgeable, approachable, charming and with a lovely sense of humour. She wears her high-level connections lightly, she is a mine of information, and definitely worth hearing.

Tiffany is the former Head of Public Participation for the UK Government: this means she was the strategic lead in the Cabinet Office across 22 central government departments as Head of Profession for Digital Engagement. She consulted to the UK Government for 14 years in a timeframe which went from no email... to open data. She ran the world's largest web-rationalisation programme, was the first Director of Communications for Directgov, the pre-cursor to GOV.UK and the first Head of Digital Policy Communications for the UK Government: and launched Data.gov.uk with the world-renowned Sir Tim Berners-Lee. In June 2017, Tiffany was invited to set up and run the digital response in Gold Command, the global digital and social media response to the tragedy of the fire at Grenfell Tower in London.

Tiffany began public speaking whilst in Government and has spoken internationally since 2010. She trained 500,000 UK civil servants on social media as it was first evolving, which included negotiations with developing social media platforms. She presented each month to international governments on the world-leading UK government agenda on digital and transparency.

Key highlights include public keynotes for UAE Government, Gartner, being invited to give a keynote speech at Internet World (Earl's Court, London). Her first TED talk was in 2013, a finalist in the Global TED challenge event where she was coached personally by Chris Anderson, the owner of TED. Her latest TEDx talk (2024) evaluated and assessed the key lessons learned from the Grenfell Tower tragedy and how to apply these in a meaningful way in strategic leadership.

Tiffany founded, and manages, the digital management consultancy Transmute, helping large organisations and governments to embrace digital change through the smart use of digital strategy and cultural innovation using psychology and behaviour change.

Tiffany coaches global leaders in digitally-led organisations who are in the process of transformation, seeking greater business agility or psychological positive leadership practices.

Her clients include: Google, Microsoft, The BBC, Cabinet Office, UK Parliament, M&G Investments, National Trust, Prudential, TalkTalk, Norton Rose Fulbright, National Trust, The Telegraph, UAE Government, Viacom International Media Networks and various London Borough, City and County Councils in the UK.

Her current responsibilities and appointments include:

- UK Country Director, Global AI Council
- AI Advisory Board, Global Wellness Institute
- Transformation Advisor: Product Group, The BBC
- Mentor: various blockchain startups at VC-funded incubator Block Dojo
- Lecturer: Future of Digital, Diploma in Strategy, Creativity & Communications, Alliance of Independent Agencies
- Columnist on Digital Transformation: The Drum, New Digital Age
- TED Speaker and Ambassador
- Alumni: of MITs Design and Development of Education Technology.
- Tiffany is a lifetime appointed Fellow of the British American Project – a transatlantic diverse network of high achievers.

Tiffany is identified as:

One of the 25 women who have shaped the British digital industry over the past 25 years

Most influential woman in Digital Strategy Consulting, Influential Businesswoman Awards, Acquisition International

Most influential woman in Global Capabilities, Influential Businesswoman Awards, Acquisition International

Top 100 women blazing a trail in Digital – Business Cloud

Top 100 Digital Marketing Influencers – The Drum

Global Top 100 Social Media Agencies and Consultants – Sparkah

**To check Tiffany's availability, please contact Diana Boulter
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