TAFANI STOBER

Strategic Operations & Growth Executive | Remote Leadership

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Objective: *To uplift a mission and leave the people and purpose it serves better than I found it.*

Senior executive leader with nearly 30 years of experience driving growth, operational excellence and revenue expansion across nonprofit, creative and commercial sectors. Proven at scaling organizations and increasing profits by building empowered, high-performing teams and aligning strategy, people and processes, with omnichannel marketing and practical AI integration woven into operations. Experienced leading distributed teams in remote environments.

SELECTED RESULTS

- As Executive Director, built high-performing teams around a shared strategic plan, put scalable systems in place and increased profits, with healthy growth built by people who were aligned, equipped and invested.
- As Marketing Director, delivered 54% overall revenue growth across earned and contributed income, a 75% increase in membership revenue, 65% growth in sponsor revenue, a 51% increase in ticket sales and 43% customer growth.
- Grew Goodyear territory sales 30%, from $5.3M to $6.9M, and was recognized as Divisional Sales Leader.

CORE EXECUTIVE STRENGTHS

- Executive Leadership & Strategic Planning
- Operations Design & Process Optimization
- Revenue Growth, Budgeting & Financial Oversight
- Omnichannel Marketing, Brand & Growth Strategy
- AI Integration & Workflow Innovation
- Fundraising, Development & Partnerships
- Board Governance & Stakeholder Relations
- Talent Development & Leadership Coaching
- Change Management & Organizational Scaling
- Project & Program Management
- Remote & Cross-Functional Team Leadership

PROFESSIONAL EXPERIENCE

TAFANI Strategic Business Consulting | Remote — March 2023 – Present

Owner | Consultant | Executive Coach

Provide strategic advisory and leadership coaching services to organizations seeking to scale sustainably and strengthen operational clarity.

- Partner with founders, executives and boards on assessments and scalable operational frameworks that increase capacity, accountability and profitability.
- Coach senior leaders on aligning people, processes and resources to strategic objectives and lasting change.
- Develop and guide comprehensive omnichannel marketing and growth strategies, from planning through execution, across digital, social, print, PR and partner channels.
- Identify and integrate AI tools into operations, marketing and everyday workflows to expand capacity and free teams for higher-value, people-centered work.

Van Wert Area Performing Arts Foundation | Van Wert, OH — 2013 – 2022

Executive Director – Van Wert Live | Niswonger Performing Arts Center — Jan 2018 – Dec 2022

Held full executive responsibility for a multi-venue performing arts organization, overseeing strategy, operations, finance, programming, development and governance.

- Led long-range strategic planning with the Board and increased profits through diversified revenue strategies.
- Directed budgeting, forecasting and reconciliation, improving profitability through event-level P&L forecasting.
- Oversaw fundraising, donor development, sponsorships, grants and artist, agent and vendor contracts.
- Realigned the organizational structure and implemented project management systems to maximize staff strengths and collaboration.
- Led capital improvements and expanded the Van Wert Live brand and product offerings.
- Strengthened board governance, reporting and data-driven decision-making.

Marketing Director Jan 2013 – Jan 2018

Directed brand strategy, omnichannel marketing operations and revenue-driven campaigns across a multi-state market.

- Built and executed comprehensive omnichannel marketing strategies, uniting digital, social, print, advertising and media partner channels, aligned with organizational growth goals.
- Designed all brand collateral and led multimedia, digital, social and PR campaigns as primary media spokesperson.
- Launched sponsorship, membership, advertising and media partner programs.
- Delivered 54% overall revenue growth, 75% membership revenue growth, 65% sponsor revenue growth, a 51% ticket sales increase and 43% customer growth.

Engage Collaborative | Remote / Hybrid 2006 – 2013

Founder | Marketing & Growth Consultant

Provided strategic marketing, brand development and growth consulting for startups and established organizations.

- Delivered custom brand positioning and go-to-market strategies.
- Offered à la carte services from planning through execution.
- Supported organizational launches, rebrands and revenue expansion initiatives.

ADDITIONAL EXPERIENCE

Wright State University, Lake Campus

Adjunct Instructor – Graphic Design

Fleetwood Motorhomes, Inc. 1998 – 2000

Sales Coordinator – American Coach Division

The Goodyear Tire & Rubber Company 1996 – 1998

Territory Sales Manager – Industrial Products Division

- Grew territory sales 30% ($5.3M to $6.9M) across 40+ distributors; recognized as Divisional Sales Leader.

EDUCATION

The University of Findlay 1996

B.S., Marketing, with studies in Advertising and Graphic Design

BOARDS, COMMUNITY & SPEAKING

- Keynote Speaker, "(H)APPtitude," HR Association of Western Ohio Summer Symposium, Edison State (2025)
- Keynote Speaker, NACCAP Social Media Marketing Symposium
- Speaker, Economic Development Through the Creative Sector
- New School Build Levy Campaign Chair & Advisor
- Van Wert Chamber Board
- Rotary of Van Wert Board
- Youth For Christ Board
- GOBA Event Coordinator
- Junior High and Youth Volleyball + Basketball Coach
- Bible School Curriculum Creator
- Children + Youth Ministry Volunteer
- NAIA Division II Volleyball Captain & Second Team Honors