

TIFFANY JOY BASSE

Leadership Educator | Social Entrepreneur | Executive Coach

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Teaching portfolio: omfund.vc/changemaker/

CHANGEMAKER & LEADERSHIP MICROCOURSES | JPF05543

UC Berkeley SCET guest instructor and financial services founder with an M.A. in Education. Hired 100 employees and contractors in a company's first year and advised women technology CEOs through Astia for 20 years. Proposed teaching connects influence, empathy, entrepreneurship, and collaborative action with evidence, access, and practical implementation.

TEACHING & FACILITATION EXPERIENCE

UC Berkeley SCET | Guest Instructor, Mentor & Startup Judge

Berkeley Method of Entrepreneurship Bootcamp | August 2026

- Taught "Building and Managing Rocket-Ship Teams That Can Handle the Pressure" to 120 participants, including 40 international participants from 15 countries.
- Created The Rocket-Ship Team Lists on hiring, conflict, leadership, and retention; mentored founders and judged venture teams. Earlier Haas service included startup judging and mentoring.

FloripaTech | Program Designer & Founder Coach

Florianópolis, Brazil | 2011–2013

- Coached 50 engineers in a government-backed accelerator to explain technical ventures to Silicon Valley investors using recorded presentations, individualized feedback, and repeated practice.

FINANCIAL INCLUSION & EMPLOYEE DEVELOPMENT

MsMONEY.com Inc. | Founder & Chief Executive Officer

San Francisco | September 1999–May 2011

Financial services and technology company empowering women and families through an online marketplace for banking, lending, insurance, and investment products and services, supported by financial education.

- Hired 100 employees and contractors in the first year; raised \$2.2 million in angel capital.
- Hired an on-site culture coach for 20 hours per week across three visits, focused on career development, conflict resolution, and team building.
- Established Wells Fargo and Citibank partnerships; led a Wells Fargo website redesign and financial education center.
- Generated over \$1 million in consulting fees from marketing, design, and technology services for financial institutions.
- Recruited 30 finance writers who produced 1,000+ finance and career articles.

LEADERSHIP, COACHING & SOCIAL-IMPACT PRACTICE

Astia | Business Advisor, Leadership Coach & Advisory Board Member

Advising: July 2001–June 2021 | Advisory board: June 2002–June 2012

- Advised women technology CEOs for 20 years on leadership, strategy, fundraising, marketing, and growth; helped founders explain their ventures and prepare investor presentations.
- Screened business plans or judged ventures for approximately 15 years for program admission or funding consideration. Advisory-board service is distinct from that evaluation work.

OM Impact Fund | Cofounder & Managing Director

San Francisco Bay Area | October 2021–Present

- Evaluate early-stage ventures in health, education, climate, inclusive workplaces, and financial wellbeing; examine business viability, access, risks, and the evidence supporting impact claims.
- Mentor CEOs on leadership, hiring, strategy, growth, and fundraising. Teaching use of company information would be limited to public or approved material, with relevant investment relationships disclosed.

ChroniFI | Fractional COO/CMO, then Strategic Advisor

Personal-finance software company | June 2022–May 2024

- Led hiring, staff management, staff and CEO coaching, operations, and marketing for the first seven months; then served as strategic advisor. ChroniFI was acquired by Acorns in 2024.

Conscious Business and Investing Forum | Founder

2019–2023

- Convened investors and entrepreneurs around purpose, capital, responsible investing, and business performance.

PROGRAM DESIGN & PROFESSIONAL ENGAGEMENT

StartupGO / StartupTV | Founder & Program Lead

United States & Europe | June 2014–August 2016

- Developed a three-week U.S. immersion accelerator for international entrepreneurs; interviewed 100+ industry leaders in the United States and Europe to gather practical lessons for founders.

Yale School of Management | 2024: Panelist at the Impact Investing Conference on diversity and investing.

SOCAP: Multiple years of professional learning through main-session programs on impact investing and social entrepreneurship.

TEACHING PREPARATION & EDUCATION

PROPOSED CHANGEMAKER CONTRIBUTION

Influence, Empathy & Collaborative Action

Proposed one-unit, eight-week microcourse: clarify purpose and stakeholder perspectives; practice influence and partnership conversations; address disagreement and implementation constraints; revise a shared plan. Short exercises build one compact action portfolio. Content, workload, and public-health cases would be agreed with program faculty.

Prepared sample class: Before We Expand

Created a 90-minute fictional community-partnership simulation with a student packet, five practice roles, observer feedback, a timed instructor plan, and an individual rubric. Students compare an expansion request with staff capacity and access concerns, then revise a recommendation with an action, owner, and review date. These are proposed teaching materials, not a previously delivered public-health course.

Other completed materials: The Friday Briefing, a workplace-communication simulation; HarborLight Access, a case on financial access, evidence, and stakeholder tradeoffs.

Course delivery: Connect objectives to assignments and assessment; use written preparation, structured practice, feedback, and revision. Prepared to teach in person or remotely, develop a syllabus, hold office hours, grade work, respond to students, and maintain a course website. Equivalent written dialogue would support the same learning goals where appropriate.

BOOKS & ORIGINAL TEACHING RESOURCES

The Conscious Leader: Empathy, psychological safety, communication, ethics, culture, and change leadership; practical exercises and reflection questions.

Pitch Perfect: Audience-aware communication, partnerships, difficult questions, and cross-cultural dialogue.

The Growth Code: Feasible growth plans, evidence, and capital discipline. AI Threshold series: Responsible AI and human judgment. The Rocket-Ship Team Lists: Hiring, conflict, leadership, and team development.

EDUCATION & CONTINUING EDUCATION

M.A. in Education, Instructional Technologies | San Francisco State University

B.S. in Business Administration, Marketing | University of Arizona, Eller College of Management

Additional undergraduate coursework in Management Information Systems.

Wharton Executive Education | 2022: FinTech Innovation & Metaverse Business Economics.

MIT Professional Education | 2023: Virtual & Augmented Reality Design and Development.