



2024 Nevada Housing Conference – Keynote Speaker Bio



Dr. Tiffany Manuel
President & CEO
TheCaseMade

Dr. Tiffany Manuel (DrT) wants to bring joy to your justice seeking. She’s challenged audiences around the country to reimagine how justice wins by adopting leadership principles that pivot around crisis fatigue, bust dominant narratives about the big issues of our day, and reframe the bedtime stories we tell ourselves about why things aren’t getting better. DrT helps everyday leaders listen better, rally more people to their causes, and tap into their community’s aspirations for a better world for all of us.

A Detroit, Michigan native, DrT (as most people affectionately call her) grew up during one of the most turbulent times in the city’s history. During her most formative years, she witnessed many types of inequality and decided to dedicate her future to combating injustice. Now, she champions better policies, programs, investments, and services that can transform our cities and communities for the better. She has also worked to expand opportunity, equity, and inclusion through 25+ years of professional and volunteer experience spanning the private and nonprofit sectors, government, and academia.

DrT is a dynamic speaker who has appeared in news media, journals, and some of the largest international conferences. She is the best-selling author of several books, most recently *Case Made!: 10 Powerful Leadership Principles that Win Hearts, Change Minds, and Grow Impact*. She founded and is President and CEO of TheCaseMade, a leading organization dedicated to helping leaders powerfully and intentionally make the case for systems change. She is chair of the board of directors of Shelterforce, the interim executive director of The Redress Movement, and a member of the board of trustees with KABOOM! (the national nonprofit working to end childhood play inequity in communities across the country) and Rebuilding Together (an organization that organizes volunteers to repair the homes of seniors and low-income families for free).

At TheCaseMade, DrT works with hundreds of passionate social changemakers, innovators, and adaptive leaders around the



United States who are building better, stronger communities that are diverse, equitable, and inclusive. By aligning their community stakeholders around the kind of deep systems changes that can improve population outcomes, these leaders are able to grow their impact, scale their programs, and harness the investments they need to improve their communities.

In her previous roles at Enterprise Community Partners and FrameWorks, DrT helped advance the “narrative change” movement and leverage ways of using data to support smarter community investment strategy. The narrative movement (in particular) helps justice seekers see important issues, like housing, homelessness, and health care, in a new way and leverage the evidence and data they use to make the case for innovative solutions. Trained as a social scientist in quantitative and qualitative methods, DrT is a self-professed “data, policy, and messaging wonk.” She is passionate about translating the insights harvested from her research and practice to improve our ability to build public will around the critical issues that matter most. She holds doctorate and master’s degrees in public policy from the University of Massachusetts Boston, a master’s degree in political science from Purdue University, and a bachelor’s degree from the University of Chicago.

DrT is a lifetime member of Delta Sigma Theta Sorority, Incorporated, an African American public service sorority.