

Tiffany Yau

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EDUCATION

- M.S. Nonprofit Leadership (Honors), University of Pennsylvania** 2019
Thesis: Are Benefit Corporations Really The Most Beneficial for Social Enterprises?
- Certificate in Organizational Leadership** 2019
- B.A. Sociology (Honors), University of Pennsylvania** 2018
Concentration in Health and Medicine
Thesis: Just The Weigh You Are: The Sociopsychological Perception of Weight and Nutrition

PUBLICATIONS & PRESENTATIONS

PUBLISHED BOOKS

- Yau, T., Desai, A., & McCormick, B. (2023). *Build With Impact: The Cheat Code to Social Entrepreneurship*. Fulphil Publishing.
- Yau, T., Desai, A., & McCormick, B. (in prep). *Construir con Impacto: El Código de Trucos para el Emprendimiento Social*. Fulphil Publishing.
- Yau, T., Desai, A., & McCormick, B. (in prep). *创造社会影响力：如何打造一个改变世界的社会企业*. Fulphil Publishing.
- Yau, T. (2023). *Speak Money: The Cheat Code to Financial Literacy*. Fulphil Publishing

WORKING PAPERS

- Wry, T. & Yau, T. (in prep). “Social Entrepreneurship Across U.S. Higher Education”

PUBLISHED EDITORIAL EXPERIENCE

- Litvak, M. (2023) *Inside Your Mind*. Fulphil Publishing.
- Litvak, M. & Flannery, E. (in prep). *Your Environmental Footprint*. Fulphil Publishing.
- Desai, A. & Choi, B. (in prep). *Let's Talk About Diversity*. Fulphil Publishing.
- Lee-Tatum, V. (in prep). *Small Business 101*. Fulphil Publishing

HIGHLIGHTED PRESENTATIONS

- [2020 TEDx Talk: Dream Big, Think Smaller](#)
- [2023 EdTech Week](#)
- 2023 Boston College Jenks Leadership Program
- 2023 Venture For America Inaugural Training Camp
- 2023 Stanford Online High School
- 2023 Innovative School Summit
- 2020 Milken-Penn GSE Entrepreneurship Business Pitch Competition
- 2020 Social Innovation Journal: Greater Philadelphia Social Innovation Awards
- 2019 Comcast Lift Labs Pitch Competition

RESEARCH & TEACHING EXPERIENCE

RESEARCH ASSISTANT

Wharton School of Business

2023 - Present

Remote

- Co-authoring an academic paper with Dr. Tyler Wry examining the impact of varying social entrepreneurial support systems across 90 U.S. universities
- Gathered extensive data and crafted a quantitative ranking framework utilizing factor analysis to evaluate university social entrepreneurial ecosystems

RESEARCH ASSISTANT

University of Southern California (USC)

2024

Los Angeles, CA

- Working with Dr. Daniel Wadhvani on a quantitative study analyzing the career trajectories of entrepreneurship faculty across university co-curricular programs

ASSOCIATE

Stanford University, Emergence Program

2023 - Present

Remote

- Supporting and advising the execution of Stanford Emergence events focused on educating innovators on how to improve health outcomes through social entrepreneurship

INDEPENDENT RESEARCH ASSISTANT

Harvard Business School; Northeastern University

2023

Remote

- Worked with Dr. Laura Huang in conducting a literature review exploring how political ideology affects investment behavior of angel investors
- Contributed to identifying reliable academic scales for classifying investors based on their social and fiscal ideologies to create questionnaires to understand investor psychology and decision-making patterns

GRADUATE TEACHING ASSISTANT

The University of Pennsylvania School of Social Practice & Policy

2020

Philadelphia, PA

- Selectively chosen to TA for "Raising Philanthropic Capital"—one of the most regarded classes of the graduate program—based on outstanding performance as a top student in the year prior
- Worked closely with both students and faculty, facilitating discussions, grading assignments, developing curriculum, in addition to continuing mentorship beyond the course duration to help students secure their first post-program employment opportunities

LEAD RESEARCHER / PRINCIPLE INVESTIGATOR

The University of Pennsylvania Dept of Sociology Honor Thesis Program

2017-2018

Philadelphia, PA

- Applied for and granted IRB approval to conduct independent honors thesis research exploring the sociopsychological perception of weight and nutrition and its implications on stigma and misreporting weight, which received department-wide peer-reviewal and recognition
- Utilized STATA for regression analysis on data collected from sample size of 230 recruited respondents (largest sample size of cohort)

AWARDS & RECOGNITION

AWARDS

- 2023 Amazon Best-Selling Book, Green Books Genre, *Build With Impact: The Cheat Code to Social Entrepreneurship*
- 2021 ASU GSV Elite 200 (200 of 5,000+)
- [2020 Milken-Penn GSE Osage Venture Award](#) (3 of 3,500+)
- 2020 Venture For America Fellowship (150 of 3,000+)
- [2019 Social Innovation Journal Greater Philadelphia Education Award](#) (1 of 200+)
- [2019 SustainPHL Social Impact Award](#) (3 of 100+)
- 2019 Penn Wharton Startup Challenge Social Impact Award Semi-Finalist (6 of 300+)
- 2018 University of Pennsylvania Sociology Outstanding Student and Service Award (1 of 20+)
- 2018 Graduated Cum Laude from the University of Pennsylvania

RECOGNITION

- [NASDAQ: Tiffany Yau Creating Social Entrepreneurial Curriculum to Empower Youth](#)
- [Forbes: Bringing Social Entrepreneurship Education to Underserved Communities: Interview with Tiffany Yau](#)
- [Zebra Pen: Zebra Pen Embraces Different in Difference Makers Campaign with Social Entrepreneur Tiffany Yau](#)
- [Technical.ly: RealLIST Connectors 2021: Meet 20 people changing Philadelphia's innovation ecosystem for good](#)
- [Technical.ly: Edtech startup Fulphil just placed in an international pitch competition](#)
- [WHYY/NPR: Pivoting in a Pandemic](#)
- [ABC-6 Action News: University of Pennsylvania team creating face shields for healthcare workers](#)
- [The Pennsylvania Gazette: Shielding the Frontlines](#)
- [University of Pennsylvania, UPenn student named a winner of the Greater Philadelphia Social Innovation award](#)
- [Penn Today: Hult Prize Ivy awards business plans with social impact](#)

ENTREPRENEURIAL FOUNDING EXPERIENCE

FOUNDER & CEO

[Fulphil / Fulphil Publishing](#)

2017 - Present
Philadelphia, PA & Sunnyvale, CA

- Founded a 501(c) nonprofit organization that has empowered 5,500+ students from historically underrepresented communities to learn how to create innovative social businesses
- Spearheaded and published 6 semester- and year-long national social entrepreneurship curricula and [best-selling Green Genre published books](#)
- Led regional and national educational partnerships with major organizations including the Boys and Girls' Club, Operation HOPE, LA Sparks (WNBA), and some of the largest prison systems in the U.S.
- Fundraised over \$100,000 in multiple-year grants to create workforce development opportunities for 120+ historically underrepresented youths

CO-FOUNDER
Project SHIELDS

2020
Philadelphia, PA

- Fundraised \$200,000 by crowdfunding, corporate partnerships, and VCs (Google, Chai Angels, Emerson Collective) in 2 weeks to distribute 150,000+ face shields to frontline COVID-19 workers
- Led volunteering efforts by recruiting and project managing a team of 35+ volunteers to assemble and distribute face shields across 400+ facilities in 45+ states
- Implemented data-driven growth strategies among marketing team, utilizing analytics, impact reporting, content creation, and PR initiatives to expand beneficiary outreach for PPE distribution and raise awareness for fundraising efforts

ENTREPRENEURIAL OPERATING EXPERIENCE

HEAD OF BUSINESS OPERATIONS
HelloTech Inc.

2022 - 2023
Los Angeles, CA

- Worked closely with the CEO (former President of EHarmony) and leadership team on annual planning to ensure KPIs and performance objectives are consistently communicated and measured
- Created and project-managed extensive fundraising materials for Series D-fundraise
- Led regular performance communications for board members and funders
- Spearheaded CSR initiative collaborating with Los Angeles nonprofits to donate laptops to and create mentorship opportunities for marginalized youths to bridge the digital divide

VENTURE CAPITAL ANALYST

2020 - 2022
Red & Blue Ventures (2-year fellowship placement under Venture for America) Philadelphia, PA

- Sourced 700+ companies and led all deal outreach efforts for high-potential early-stage IT companies from the University of Pennsylvania and Wharton School ecosystem
- Conducted due diligence market research on 15 companies across HealthTech, FinTech, military tech, EdTech, HR management, PropTech, wellness, and CPG
- Managed and assembled 8 quarterly report updates on portfolio companies to relay to limited partners
- Recruited and managed teams of undergraduate and graduate/MBA venture fellows for fund
- Led marketing efforts, recruited and managed venture fellows by writing LinkedIn thought pieces on portfolio companies and relevant Wharton professors' research and books

SmartCityPHL FELLOW

2018
City of Philadelphia, Office of Innovation and Technology (OIT) Philadelphia, PA

- Executed Smart City initiatives to improve digital inclusion through deployment of IoT sensors
- Spearheaded Pitch & Pilot initiative to inspire 300+ startups to submit RFPs to pilot their ideas
- Designed and led workshops to crowdsource ideas from startup and immigrant communities

PRACTICUM FELLOW

2017- 2018
CCS Fundraising; United Way Philadelphia, PA

- Led in-depth donor profiling on behalf of CCS Fundraising for the United Way to create long-

term sustainable growth for multi-million-dollar campaign efforts

- Crafted strategies for individual cultivation, solicitation, and stewardship strategies for prospective donor development
- Prepared proposals, high-profile donor meeting content, campaign documents, operating materials, and publications

DIRECTOR, HULT PRIZE IVY

Hult Prize Foundation

2015 - 2019

Philadelphia, PA & Boston, MA

- Spearheaded Hult Prize Ivy program leading 980 students across all 8 Ivy League university chapters to build social impact startups
- Organized 15 pitch competitions and 36 social innovation and design thinking workshops
- Fundraised \$30,000 including a cash prize for university startups to qualify to present at the United Nations

SKILLS

Data analysis: STATA, SPSS, Google Analytics, Data Studio

Creative: Squarespace, WordPress, Various CRM platforms, Photoshop, iMovie, Canva

Languages: Mandarin (fluent), Spanish (proficient)

LEADERSHIP & SERVICE

Board Member, Brand & Communications Chair

Venture For America Alumni Association Board

2023

Remote

Leading Venture For America's brand strategy to cultivate effective engagement amongst its community of over 8,000 entrepreneurial alumni

Board Member/Advisor

Cosmic Writers

2021 - Present

Philadelphia, PA

Advising the executive team of Cosmic Writers, an award-winning education nonprofit that provides access to K12 creative writing opportunities

Entrepreneurship Mentor

Uncommon Individual Foundation

2019 - Present

Philadelphia, PA

Advising Philadelphia-based early-stage entrepreneurs, and mentoring budding middle and high school entrepreneurs

Entrepreneurship Chair, VFA Philadelphia City Leadership Council

Venture For America

2021 - 2022

Remote

Leading all entrepreneurship programming in Venture For America's fellowship education in Greater Philadelphia, which serves the largest population of fellows

Women's Golf Team Captain

University of Pennsylvania, Women's Golf Team

2017 - 2018
Philadelphia, PA

Served as team captain for NCAA Division I Team after strong performance and leadership in playing during all 4 years (30+ hours per week) of undergraduate degree

Board Member

University of Pennsylvania Sociology Department, Undergraduate Advisory

2017 - 2018
Philadelphia, PA

Providing valuable input, feedback, and representation on behalf of fellow undergraduate students, contributing to the enhancement of sociology program engagement