

Tiffany K. Overby

Serial Entrepreneur | Brand Coach | Speaker

Wife, mother, corporate trainer, entrepreneur and youth dance instructor, Tiffany Overby is passionate about living her best life and helping others do the same. Born in Brooklyn, New York and raised in Jacksonville, Florida, she embodies the fast-pace lifestyle of a bustling city girl, with the charm of an old-fashioned southern girl. Her unique upbringing led her down a path of self-discovery, where mediocracy and settling for the status quo were not tolerated.

Even as a child, Tiffany was a born academic. She always did her homework, read the recommended books over summer vacation, and exceeded the word count requirement on her book reports. In elementary school she wanted to become a teacher, in middle school she wanted to be a lawyer and by the time she got to high school she wanted to own her own business, a restaurant to be exact. Now she could not cook, she never waited tables, and did not like cleaning up after people, but the only business she could comprehend starting was a restaurant/ live entertainment lounge. With this newfound career path, she enrolled in the University of North Florida and completed one year there towards her business degree. Being on her own, at the age of 18, she realized that no one was there to make her or encourage her to go back to school. So, she dropped out of college and sold her soul to corporate America.

After a decade of aimlessly circling around the corporate ladder, she realized she just did not fit into the cookie cutter culture that refused to adapt to a millennial lifestyle. She went back to school and eventually earned a B.S. in Business Management, an MBA in Organizational Leadership and an MBA in Marketing. She quickly identified the huge gap between educational theory and real-life application of effective leadership. During this time, she met her prince charming. They debunked the myth that office romances end in heartbreak and scandal, they got married at the ages of 21 and 22 and had their only child 6 years later. Corporate America became an unwanted third wheel in this beautiful life she had been blessed with. It wasn't until her daughter suffered a febrile seizure, while she was stuck on the midnight shift, training a class of new hires, way across town, that Tiffany decided that the relationship she had with corporate America was completely one sided. At this moment she made up in her mind that she had to make a lifestyle change, and she remembered that long lost dream of becoming a business owner.

With a passion, and now the experience to teach others, and the encouragement from her husband she began TKOverby Business Consulting, LLC to help guide people on how to reach their career goals. Her mission was to combine her experiences, expertise and education into practical applications that could help people reach their professional potential, while purposely, introducing her young daughter to the life of entrepreneurship.



She took a demotion at work to spend more time with her daughter and to begin building her new business. She set up a strategic exit plan, to work part time for two years, save money and be more available for her daughter. But, that didn't happen. After working a year in her demoted role, she lost her drive, was completely demotivated and felt like the work she was doing in corporate America was worthless and a waste of time. So, she quit! With her husband financially and emotionally being her biggest supporter, she was free to pursue one of her lifelong dreams... being a full-time business owner.

In 2018, Tiffany became a full-time entrepreneur and began building her business. Initially she started out helping her friends and family with their resumes, business cards and flyers. She then began designing websites, starting with her own, and attending local networking events and business workshops. It was then that she began learning the business lingo and making connections and relationships with other business owners in her community.

As a full-time business owner, she now had the responsibility of running her own business, maintaining a healthy work life balance, and continuing her education through online college. Now with a little more experience in the entrepreneur realm, more self-confidence and a newfound boldness she started coaching one-on-one, group sessions and hosting community workshops. She forged effective partnerships with the Jacksonville Public Library by hosting and creating the Building your Brand Workshop. During the first year of business TKOverby helped 50 multi-industry small businesses nationwide! Because of this achievement, Tiffany was awarded the 2019 ACHI Woman on the Rise Award and nominated as the 2020 & 2021 Best Business Coach/Consultant by the BEST Boss Group USA. Her first online master class and curriculum was also developed in 2019 called the B.Y.O.B Online Master Class. This class helped entrepreneurs create their own brand while on a start-up budget.

In 2020, Tiffany launched her speaker tour and began speaking at local and regional community events as a keynote speaker and subject matter expert in branding and marketing. She offered her experience and services to her local church for free to help church members start their own businesses. She often taught classes on social media campaigns and advertisement, which led to her partnership with New York Life Insurance and hosting her very own bi-monthly workshop, Jacksonville Small Biz Open House. Tiffany began forging other partnerships with companies and government agencies, like Jax Bridges, Duval County Public Schools, Jacksonville Port Authority, Jacksonville Aviation Authority, Startup Grind Jacksonville, Business Talking Library, The Center of Confidence and Manifest Distilling. In 2021 she became the Vice President of Blue Skies Foundation, executive administrator for Jax Entrepreneurs and Leaders, joined the marketing team of the Jax Black Chamber of Commerce and added local radio personality and influencer to her lists of achievements.

TKOverby Business Consulting is making their mark as an undeniable marketing agency on the cusp of becoming an international powerhouse.

