



Tiffany Moore

SVP, Political and Industry Affairs at CTA



Life In Brief

Hometown: Detroit, MI

Education:

- MA, George Washington University, Elliott School of International Affairs
- BA, Western Michigan University

Work History:

- Consumer Technology Association, 2015-Present
 - Senior Vice President, Political and Industry Affairs, 2018-Present
 - Vice President, Government and Political Affairs, 2016-2018
- Principal/Consultant, Moore Consulting, TwinLogic Strategies, 2010-2015
- Senior Legislative Advisor, Venable LLP, 2008-2010
- Assistant USTR for Intergovernmental Affairs and Public Liaison, 2006-2008
- Government Affairs Director, Kellogg Company, 2003-2006
- Legislative Director, Congressman Fred Upton (R-MI), 1996-2002

Quick Summary

An experienced policy influencer who has served in a variety of roles across the government relations, consulting, and technology sectors, Moore focuses on trade policy and regulations impacting the technology industry

- Began her legislative career working in the office of Rep. Fred Upton (R-MI6), where she served as legislative director from 2000-2002; developed Upton’s first website in the 1990s, well before every representative had a website, launching her into the tech world

- Served as director of government relations for Kellogg Company and led legislative policy efforts around issues including trade, food security, safety, and advertising
- Was appointed Assistant US Trade Representative for Intergovernmental Affairs and Public Liaison by then-United States Trade Representative (USTR) Rob Portman in 2006; led domestic outreach efforts to American business communities and served as the primary intermediary to various elected officials on US trade policy
- Launched Moore Consulting, a government relations and social media consulting firm, in 2010, where she advised corporate and association clients on how to influence technology and innovation policy before Congress and the administration, while also serving as a strategic consultant with TwinLogic Strategies
- Joined the Consumer Technology Association (CTA) as vice president of government and political affairs in 2015 and was promoted to the newly created role of senior vice president of political and industry affairs in 2018
- At CTA, her expanded role includes overseeing CTA’s US jobs, the associations PAC, diversity and inclusion initiatives, and advocacy efforts on the Hill; works on policy areas like communications and technology, international trade, and strategic immigration reform

Approach and Motivations

Early exposure to the importance and power of technology guides her desire to push for inclusion and reform in the industry

- Interest and passion for technology grew from watching her mother, an entrepreneur who made extra money through a desktop publishing business; describes her mother as an “original innovator” and the person she admires most



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Vignette
by National Journal

- Passionate about technology and diversity, advocates that “Technology coupled with the ingenuity of diverse individuals and voices will solve today’s and future challenges and increase economic opportunity. We are the solution we’ve been waiting for”
- Believes in the importance of providing diverse role models to underrepresented groups; states that “I have a responsibility, and an honor, to be a visible and engaged leader in the tech industry”
- Moved to DC at the height of the technology boom in the 1990s, which shaped her belief in the important role technology plays in changing lives for the better and creating opportunities for economic empowerment

Trade: Leverages her background at USTR to advocate for trade policies beneficial to the companies represented by CTA

- Gained experience informing American business, agriculture, and consumer communities on the US trade policy agenda while serving as assistant USTR for intergovernmental affairs and public liaison
- Advocates for small business and technology manufacturers represented by CTA that are negatively impacted by tariffs and the current trade war with China
- Leads CTA’s advocacy efforts on the Hill on international trade; supports the USMCA and has lobbied against President Trump’s tariff policies on Mexico, citing their damaging effects on the technology sector

Policy Position and Areas of Focus

Policy priorities reflect her work and role at CTA, including diversity and inclusion in the technology sector as well as trade and data privacy

Diversity: Leads efforts from the inside to push for policy which supports greater diversity and inclusion in the technology industry

- Spearheaded a commitment by CTA to invest \$10 million in venture firms and funds that invest in women, people of color, and other underrepresented entrepreneurs
- Helped launch CTA’s diversity and inclusion working group with over 40 companies to help start ups build diversity as they develop their companies
- Built out CES 2020’s inaugural Innovation for All programming and content highlighting the technology sector’s commitment to diversity and diversity’s value in innovation.

Privacy and Data Use: Advocates for consumer privacy and transparency in data use

- Pushes for clear communication and understanding between companies and consumers on how data is being used
- Cites the importance of “making sure, in a post General Data Protection Regulation world and California passing their own privacy legislation into law, that data is being used appropriately in data-driven innovation”
- Along with CTA, Moore is a proponent of a federal privacy standard that ensures consistency and clarity for consumers and innovators in regards to consumers’ personal information

Core Communities

Has personal connections to notable DC legislators and technology executives; uses her influence to support local causes



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Capitol Hill: *Has developed and maintained relationships on the Hill, which she has been able to leverage for various opportunities*

- Long standing relationship with Rep. Fred Upton (R-MI6) and wife Amey Upton, who she continues to support; began her legislative career working various roles in his office, credits him with providing her “first opportunity in DC” that “served as a foundation for [her] career”
- Close connection to Sen. Rob Portman (R-OH), who was a former US Trade Representative and appointed her to Assistant USTR
- Works closely with the Congressional Black Caucus and the Congressional Black Caucus Institute’s 21st Century Council

Technological Sector: *Collaborates with fellow technology executives within CTA and the larger technology industry*

- Consistently uses her Twitter account to promote and support fellow CTA colleagues, especially Gary Shapiro, CEO of CTA
- Uses social media to highlight the achievements of other women in the technology sector, such as Lisa Su, president and CEO of Advanced Micro Devices, Inc.
- Frequently partners with Heba Mahmoud, senior manager of diversity initiatives at CTA, on diversity and inclusion efforts and events, such as the Women in Consumer Technology “Your Voice Matters” event

Washington DC Nonprofits and Foundations: *Helps to give back and foster development in her community*

- Leads CTA’s support of The Boys and Girls Club of Greater Washington as a former participant herself, including initiating programs to advance STEM learning and career development
- As vice chair of The GW Medical Faculty Associates Women’s Health Board, she has

helped to raise over \$1.5 million in funds to deliver free breast cancer screening on the GW Mammovan

Professional Affiliations

- Women’s Health Board, GW Medical Faculty Associates
- Board of Director, The Faith and Politics Institute
- Board of Directors, The Washington Government Relations Group
- Alpha Kappa Alpha Sorority, Inc.
- Board of Directors, Global Women’s Innovation Network

Awards

- Dealerscope Powerful Women in Consumer Tech (2020)
- Women in Consumer Technology (WiCT) Legacy Award (2018)
- The Washington Government Relations Group Lobbyist of the Year Award (2015)



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