

# TIFFANY LYNCH

CAPITAL MARKETS - MARKETING & EVENTS PROJECT MANAGER



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## BIO

Tiffany joined Peoples Company in 2022 and serves the Capital Markets division as a Marketing & Events Project Manager. She assists the company to plan and execute social media campaigns and events, utilizing her extensive knowledge and creativity to produce social media content that drives results as well as increase follower engagement and website views. Tiffany oversees planning and hosting company dinners and networking events such as the annual Global Ag Dinner, annual Monopoly Tournament, annual Company BBQ, other Peoples Company gatherings, and more. She oversees the American Farmland Owner brand which strives to cultivate a sense of community for farmland owners by collaborating with Peoples Company services. She represents American Farmland Owner at the Practical Farmers of Iowa Conference and the annual Land Investment Expo each year.

Tiffany also manages all events that come through Middlebrook Farm and Middlebrook Mercantile. She organizes and coordinates various events including but not limited to, corporate events and dinners, community events, workshops and classes, holiday parties, venue rental and private parties, and more. She oversees all stages of the event life cycle, from strategic planning, vendor management, staffing, and reconciliation.

Prior to joining Peoples Company, Tiffany worked at Hy-Vee as a Marketing Project Manager where she collaborated with the video production team to coordinate product strategy and magazine content. Tiffany lives on a farm outside of Cumming, Iowa with her husband and two kids.