



## EQUITY AND INCLUSION STRATEGIST

Tara Jaye Frank is an equity and inclusion strategist who has advised and educated thousands of Fortune 500 executives across multiple industries and large member organizations.


Her work, fueled by a deep belief in the creative power and potential of every **ONE**, focuses on building bridges between people, ideas, and opportunity.

Before founding **The Waymakers Change Group**, a culture and leadership consultancy, Tara spent twenty-one years at Hallmark Cards, where she served in multiple executive roles, including Vice-President Creative Writing and Editorial, Vice-President Business Innovation, Vice-President Multicultural Strategy, and Corporate Culture Advisor to the President.

Her most recent book, *The Waymakers: Clearing the Path to Workplace Equity with Competence and Confidence* (May 2022), is an invitation to all people with power and position to open doors, remove barriers, and facilitate access and opportunity for those who have been historically denied.

Tara resides in Dallas, Texas, with her husband, two of their six children, and their three dogs. She is also a proud Spelman Alumna, a member of the Executive Leadership Council and Delta Sigma Theta Sorority, Inc., and was named a 2022 SUCCESS 125 honoree by SUCCESS Magazine, and is listed among CORE Magazine's 100 Most Influential Blacks for 2022.



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