



Workplace Culture and Leadership Strategist




Tara Jaye Frank is a workplace culture and leadership 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 all, focuses on building bridges between people, ideas, and opportunity.

Before founding **The Waymakers Change Group**—a culture and leadership consultancy that helps mid-sized and large companies deeply understand their employee experience and build capacity to lead all people well, Tara spent twenty-one years at Hallmark, 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 last book, **The Waymakers: Clearing the Path to Workplace Equity with Competence and Confidence** (May 2022), is an invitation to those with power and position to open doors, remove barriers, and facilitate access and opportunity for all people.

Tara lives in Dallas, Texas with her husband, one of their six children, and their three dogs. She is also a Spelman Alumna and a member of both the Executive Leadership Council and Delta Sigma Theta Sorority, Incorporated.



 Tara Jaye Frank
 @tarajayefrank
 info@TWCHG.com

