

2022 Symposium Session: Designing your Life for Impact - *Putting Love into Action with Tara Russell*

Join Tara (and her team) as she takes you through her professional and personal journey; her story of ***Unleashing Potential for Meaningful Impact*** that began long ago in a muddy, remote pig-field of Shanghai. Learn more about her passion for ***Climate Innovation, Social Impact & Social Justice***, and how these themes are so critically intertwined. Enjoy tasty insights she's gleaned along the course of building many start-ups while potty training, making school lunches (and a million mistakes), and juggling all the balls that women juggle. **ACTION:** Work through a practical how-to exercise on a fun ***Design Your Life for Impact*** session (from Fathom, the Purpose-driven cruise line she built) and a ***Curiosity Advantage*** playbook.



Tara Russell is a seasoned and serial social entrepreneur, a results-oriented visionary leader and keen strategist. However, Tara is most proud that she can be Tyson and Lucy's mama—they are the richest and very best part of her world.

Tara is the Co-founder & Chief Strategy Officer at Photon Marine, an innovative new Clean-tech company focused on decarbonizing the Marine Space. Photon is developing long-range, high-powered outboard electric motors and Fleet Management Intelligence software for commercial fleets. In other words, turning boats into Electric Vehicles. Photon aims to spearhead the water-based ecosystem, leading the transition from heavily polluting gas-powered vehicles to cleaner electric propulsion technology.

Tara served as the Founder & President of Fathom (a purpose-driven cruise line) and Chief Impact Officer for Carnival Corporation & plc, the world's largest travel and leisure company—a family of nine brands representing half the industry. Fathom introduced a new category, Impact Travel, and led the industry to Cuba for the first time in more than 40 years.

Prior to creating Fathom, Tara was founder and CEO of Create Common Good (CCG), a food production social enterprise that provides job-training and employment to marginalized populations. She has co-founded several social impact enterprises, including NightLight in Bangkok, Thailand, which addresses the complex issues surrounding human trafficking, and Jitasa, a global for-profit B-corporation providing outsourced financial solutions to the social sector.

Tara serves in the affordable housing space, having been the first board member of indieDwell, an innovative B-corporation offering healthy, durable, and environmentally friendly housing. She also sits on a number of other Boards and Advisory Boards: Create Common Good, Water Innovation Advisory, Kind Traveler, BSU's Venture College, College of Idaho, the Treefort Community Foundation, and Kahilla. She loves remaining heavily involved in the creative and performance arts community with TRICA, LED, Treefort and beyond.

Russell has been recognized widely for her leadership including *Fast Company* magazine naming her one of its Most Creative People in Business.

Tara has a B.S. in Mechanical Engineering from Georgia Tech, and started her career in consumer products, including footwear product development with Nike; technical sales and marketing at Intel; and manufacturing with General Motors in the US and in Shanghai. She's an avid runner, cyclist, skier, and hiker—and typically happiest when on the move and playing outside. Her brilliant and compassionate children, Tyson (16) and Lucy (14), inspire her daily.