



Karen Laviere-Sanchez

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As director of the Voya Cares® and ESG Centers of Excellence at Voya Financial, Karen Laviere-Sanchez is committed to making a positive difference in the lives of people with disabilities and special needs from birth through aging by providing advocacy, resources and solutions. She is a major driver of awareness, understanding and recognition of Voya Cares as a thought leader and strong contributor to an inclusive corporate culture in the role of lead content creator.

Laviere-Sanchez develops uniquely positioned collateral, digital and social media, podcasts and videos that have helped establish the Voya Cares program for Voya Financial. Specializing in market research, she has led communication strategies for major national studies that have focused on individuals with disabilities, caregivers and aging employees in the workplace. Laviere-Sanchez is active in her local and professional community, presenting to numerous local and national groups and events as well as teaching college-level courses on communications and media. She holds a B.A. degree from Framingham State University and an M.A. degree from Emerson College.