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Gene Mason is the founder and principal consultant of Total Rewards by Design, where she advises organizations on compensation, executive compensation, employee benefits, retirement programs, and Total Rewards strategy. With more than two decades of executive Human Resources and Total Rewards experience, she guides executive leadership teams, Compensation Committees, and Boards through complex workforce investment decisions.

Gene's experience spans Fortune 500 companies, family offices, nonprofit organizations, and privately held businesses. She is known for helping leaders translate complex compensation and benefits challenges into practical business solutions that balance cost, competitiveness, and employee value. Through consulting and speaking, Gene equips leaders with practical approaches for making thoughtful workforce investment decisions that support long-term business success.