



**Tara Travieso**

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Tara Travieso is a business development executive at Carrot Fertility, the leading global fertility benefits provider for employers, with a mission to improve access to high-quality fertility care and dramatically reduce the emotional and financial strain for employees who need it. At Carrot, Travieso partners with employee benefits consultants across the country and develops key strategic partnerships. With more than 15 years in the employee benefits consulting space, working at prestigious multinational firms, Travieso brings innovative ideas and strategies to help clients improve the employee experience, manage budgets and navigate the complexities of benefits legislation. Travieso authored and published two children's books, one of which was an Amazon "#1 Hot New Release." She was featured on *LIVE with Kelly and Ryan*, *Good Morning America* and many other national media outlets.