Tara Russell is the President of Fathom and Global Impact Lead of Carnival Corporation & plc, the world’s largest travel and leisure company. Fathom believes that travel has the unique ability to bring people closer together and by doing so, solve many of the global human challenges we face today. Fathom is a creative experience design engine that brings humanity closer together and offers experiences to travelers hungry for meaningful opportunities to connect deeply to those around them, grow themselves, and to become part of a bigger story.

Prior to Fathom, Tara was founder and CEO of Create Common Good, a food production social enterprise that provides training and employment to marginalized populations. She has been fortunate to be part of co-founding various social enterprises globally, including NightLight in Bangkok, Thailand that addresses the complex issues surrounding human trafficking through a creative social enterprise model. Her passion lies in empowering and equipping others to live their best story.

Tara is an engineer that started her career in consumer products, including roles in product development with Nike; technical sales and marketing at Intel; and manufacturing with General Motors. Fast Company magazine named Russell one of its Most Creative People in Business. Tara sits on a number of mission-driven boards. She is married with two children and comes alive with her family and when running, biking or playing outside in the mountains.