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## Tia Padia

### SVP of Marketing

Executive Team

Tia leads the Marketing and Communication department in our efforts to increase public awareness, adoption, and utilization of consumer driven benefits. She's passionate about helping individuals achieve greater financial freedom by regaining control of their health and wealth. Tia's team is responsible for new account growth, retention, and member engagement.

Tia has 20+ years of diverse financial services experience—most recently serving as the Head of Workplace Marketing at Edelman Financial Engines. Along with a proven track record of business growth, Tia has extensive experience partnering with employers to create compelling employee education and engagement programs.

Tia has a BBA in Accounting and Finance from Midwestern State University and an MBA from Texas Woman's University.