



## **Tara Walpert** **President**

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***Tara leads day-to-day execution at Visible World with a powerful blend of intelligence, motivation and relationship building.***

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Tara Walpert Levy leads day-to-day execution at Visible World. Since joining the company in 2005, she has been instrumental in making Visible World's IntelliSpot solution the leading advanced video advertising platform for television distributors, programmers, and marketers.

Prior to joining Visible World, Tara was an Associate Partner at McKinsey & Company, where she was a leader of the Global Media and Entertainment and Sales and Marketing groups. She has also worked as an investment banker for Goldman Sachs and a consultant for The LEK Partnership. Tara began her career in print and online advertising sales and has served on the Board of Directors of Let's Go Publishing, Inc.

Tara currently serves on the alumni advisory board of McKinsey & Company, is a member of the Young President's Organization. Tara has been honored as one of the "Most Powerful Women in Technology" by CableWorld magazine and by Advertising Age magazine as one of the top "Women to Watch in 2008". She has published articles and been a featured speaker on the shifting video landscape, and resulting opportunities for television marketers, in a variety of publications and venues around the country.

Tara received a B.A. in economics from Harvard University and a M.B.A. from Harvard Business School.