

Tara May is a leader in the movement for neurodiversity in the workplace. She is CEO of Aspiritech, a revolutionary tech company that employs more than 100 autistic adults representing more than 90% of its team. Tara is co-director of Neurowrx and a member of the strategic committee for HAAPE, or Helping Adults with Autism Perform and Excel, advocating for neurodiversity and employment both nationally and internationally and is a renowned speaker championing embracing neurodiversity, mental health, and most of all kindness, in the workplace.

Tara May spent more than 20 years in the corporate media space as a visionary, charismatic leader who transforms legacy organizations into thriving, future-focused digital properties. In her career in media and tech, Tara has masterfully revolutionized companies by leading cultural shifts, innovating new products and introducing new technology to result in dramatic revenue growth.

A go-to expert and strategic consultant for some of the world's biggest brands, including Hershey's, Disney and Wells Fargo, Tara is equally known for being an empowering leader, fostering high-performing teams through a positive, data-driven work environment that encourages individual career growth, collaboration and constant innovation.

As EVP of Media and Chief Digital Officer for Winsight and the National Restaurant Association Show, Tara has successfully led a company-wide digital transformation that has resulted in an unprecedented 350+% revenue growth in five years. She is credited with evolving the company's tech and content strategies to allow for digital sophistication and optimization, rebuilding teams to better serve new and existing digital properties, developing and implementing a product roadmap and divisional restructuring that included employee training and guided career pathing, all while maintaining the highest morale in company history — a particularly meaningful feat in the face of a global pandemic.

Tara was also part of the leadership team at AOL's Patch.com, where she led a geographic expansion of a regional product into a nationally recognized media platform. Tara also led the developed content strategy for a network of 900+ local websites, spearheaded corporate digital training for thousands of employees, and orchestrated the company's social media and SEO strategies. Tara started her career in journalism as a reporter and editor at the Roswell Daily Record in Roswell, N.M., Chicago Sun-Times and Chicago Tribune.

Tara has made her mark by running head-first toward the challenges of change, building and leading both companies and individuals alike through important and impactful periods of growth. As a believer in the ROI of kindness and transparency, Tara knows that when her people thrive, explosive business growth is never far behind.

Tara lives in Chicago with her husband and teens and tweens. Tara is the proud mother of an autistic preteen and is dedicated to championing and embracing neurodiversity in both life and work. Tara is a total Peloton and OTF fanatic. She was born and raised in small-town Michigan and loves to escape to the Upper Peninsula with her husband and her Jeep.

In the News

[Tara May: Transforming Tech With Neurodiversity And Kindness](#)

[WGN Appearance](#)

[Five Ways To Embrace Neurodiversity And Drive Innovation](#)

[The Power Of Listening To Drive Organizational Change](#)

[Building Better Managers](#)

[Suburban Company Trains Autistic People For Fulfilling Careers](#)

[9 UX Tips](#)

[Being A Good Digital Citizen](#)

[CPS Unveils New Look, Web Address](#)

[Winsight Grocery Business Experiences Tremendous Growth](#)

Websites

- [Aspiritech](#)
- [Lead with Love](#)
- [LinkedIn Profile](#)

Podcasts

- [Her Success Podcast](#)
- [New Level Work Podcast](#)
- [Through the Cutter Podcast](#)
- [Return On Life Podcas](#)

Videos & Webinars

- [Inclusive Mentorship for Youth with Disabilities](#)
- [Creating a Sensory-Friendly Workplace for Neurodiverse Teams](#)
- [Digital Accessibility: Creating Digital Experiences for All](#)
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