

GENFARE

Employee Spotlight



Tara Farnsworth
DIRECTOR OF MARKETING
& AFTERMARKET

ALMA MATER:

Tara is a graduate of Roosevelt University.

FAVORITE PLACE TO TRAVEL:

Barcelona, Prague and Scotland

HOBBIES:

On the weekends, you can find her checking out great new restaurants, seeing a new movie, golfing (weather permitting in Chicago), reading or learning Spanish.

FAVORITE MOVIE OR BOOK:

Amelie

FUN FACT:

She enjoys thrilling new experiences: sky diving, zip-lining, Richard Petty driving school, scuba diving, and snorkeling.

START DATE:

Tara started at Genfare July 2012.

ROLES & RESPONSIBILITIES:

"I'm fortunate enough to work with three dynamic teams: Marketing, Aftermarket and Customer Care. In Marketing we are always striving to communicate with our agency partners more effectively so they know where we are headed as a business. In Aftermarket we are looking to support our partners for life and this begin the moment a project is completed. In Customer Care we are working to be the first point of contact for communication so it is routed effectively and efficiently."

PHILOSOPHY ON MARKETING:

"All of our team are so intertwined, our goal is to stay in touch with our partners to ensure they have what is needed to manage their fare collection solution to the fullest."

FAVORITE THING ABOUT WORKING AT GENFARE:

"This is by far the most close knit and interactive team I've had the pleasure of working with in my career."