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Career & Workplace

Cover Story: 2017 Super Women mean business, Part I

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The honorees included in the 6th annual MBJ Super Women in Business are essential, to their industries, to their companies and organizations, to their coworkers and employees, to their networks of contacts, to us all.

In these profiles, you will read stories of conventions and traditions broken; of courage to overcome asymmetric professional challenges; of influential mentors stretching into the past and generations needing to be shaped extending far into the future.

In the midst of it all, in the continuum of time and place, these Super Women work. We wouldn't be here and now without them.



Tara Burton

President and CEO, FedEx Employees Credit Association

What do you consider your biggest professional success? Being able to stay in step with ever-changing regulations while growing our cooperative into one of the largest single sponsor credit unions in the nation

How do you measure success? The approval of our members and our employees

What motivated you to get where you are today? I lost my mother as a young adult. It has been my honor and privilege to hear “your mom would be so proud of you.”

What is the largest professional challenge you’ve had to overcome? I am the third CEO of [FedEx](#) Employees Credit Association. I was lucky to work with both former CEOs. They were my mentors and friends who had led the credit association to achieve great things, so it was a struggle to live up to their legacies and still carve out a path of my own.

What is your next big professional goal to accomplish? The financial world is evolving with technology, and being open to new, alternative ways to conduct business is vital. This is especially important to a global organization such as FedEx. I want to ensure our members value us, not just as a place to deposit their check but as a partner that helps them achieve their financial dreams.

What advice would you give women starting out in your industry? There are so many people who will try to limit you, telling you why you can’t achieve the things you strive to achieve. Don’t help anyone do that.

Who is your career mentor, and why? Peggy St. John, who hired me in 1999 and has encouraged me to accomplish, learn and push more. She is an example of a female CEO who would not back down.

What ways do you give back to your profession and/or community? FedEx Employees Credit Association has supercharged our volunteer program, and our teams donate hundreds of hours a year to causes across the country.

What would be your first choice for a new career? Algebra teacher, or the person who comes up with the witty signs for TDOT on the interstate.