



L. Marta Turba, CCP, CSCP, CBP

**Vice President of Content Strategy
WorldatWork
Milwaukee, Wisconsin**

Marta Turba is a subject matter expert on rewards strategy. As vice president of content strategy for WorldatWork, she collaborates with rewards experts globally to identify emerging trends and address challenges in the profession. She develops content designed to advance the professional growth of WorldatWork's members via education and certification programs, thought leadership, research and idea exchange. Turba's 25+ years as an HR professional included executive positions in multiple sectors, including technology, professional services, financial services and healthcare. As a rewards leader, she has guided strategies to maximize the impact that broad-based compensation, benefits, executive compensation, sales compensation and work-life programs have on business performance.