



Tracy Foster
Co-Founder + Executive Director

Tracy Foster is the Co-founder and Executive Director for Screen Sanity, responsible for the strategic direction and vision of the organization. Tracy frequently contributes to news publications, such as the Wall Street Journal and New York Times, on the topic of digital health. She and fellow Co-founder Krista Boan have co-authored two books to educate and guide parents and mentors in digital wellness for their families. Tracy was chosen as one of Ingram's 40 under 40.

Previous to Screen Sanity, Tracy invested 15 years developing growth strategies for some of the world's leading organizations as a management consultant with Mercer Management Consulting, then as an Associate Director at FSG, which specializes in creating large-scale, lasting social change. She helped foundations, businesses, nonprofits and government agencies increase impact through revised strategy and program design, performance measurement and operational improvement. On a project for one of the world's largest toy companies, she was captivated by the power of play in children's emotional, social and cognitive development, fueling her passion for rethinking cultural norms around technology. Tracy graduated summa cum laude from Northwestern University and lives with her husband and two children in the Kansas City area.