



Charlotte Smith

Director of Partnerships

Take Command

Dallas, Texas

Charlotte Smith has been in and around health care her entire life. Growing up with a physician mother, she seamlessly integrated herself into the world of patient care and insurance during her formative years. A graduate in biology from Texas A&M, Charlotte pivoted into the pharmaceutical sales arena, where she honed her understanding of the intricacies of how medications are covered, how physicians chose to prescribe, and the best way to have fancy dinners for free. Her professional trajectory reached new heights at UnitedHealth Group, where Charlotte gained a comprehensive understanding of employee benefits. While at UHG, Charlotte specialized in prediabetes, diabetes, and weight loss solutions. She went on to navigate the challenges of three successful startups before finding her current role as the director of partnerships at Take Command. In this role, Charlotte serves as a catalyst in the benefits consulting realm, equipping brokers and consultants with the knowledge to introduce innovative tools such as individual coverage HRAs to their clients.