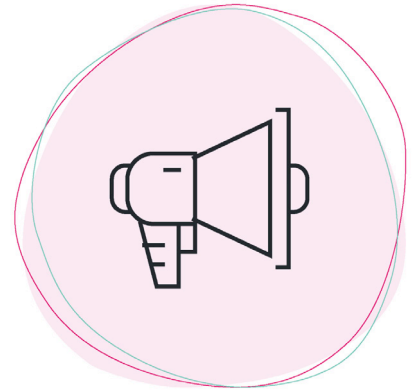


# PRESENTATIONS OVERVIEW



## **SPEAKING TOPICS:**

- Neuroscience & Empathy Mapping
- Market Research
- Defining your company's next growth area
- De-mystifying business planning for Marketers
- The future of Marketing Plans

## **QUESTIONS SARAH CAN ANSWER:**

1. What is Market Research, and why do I need it?
2. What is Marketing's role in strategic growth planning?
3. How can marketing lead business planning?
4. What is an agile marketing plan?
5. How can a marketing plan provide flexibility for change and intelligence?

## **SARAH'S BIO**

Sarah is a strategic visionary who continues to build her career shaping marketing strategy for professional service firms. Known as a change agent, she tackles your challenges with strategy and implementation at a scale you can handle. Sarah's curiosity, fail-forward/fail-fast approach, and desire to have fun in everything she does, are the hallmarks of how she "does it differently".

Her career has taken her from a well-regarded regional firm, to a national K-12 firm to begin a Higher Education Practice so successful that it went global, to a Global Interior Architecture firm focused on Hospitality. Her experience and understanding of differing markets, project types, and growth strategies bring thoughtful, tailored research to her clients.

# CONNECT

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