

# Sara Sampson



Trained in  
7 Habits of Highly  
Effective People in  
1995

Wonderful family  
with 2 children,  
3 grandchildren

Moved to Sydney  
Australia in 1998,  
brought  
FranklinCovey to  
train the Asia  
Pacific Team

Joined FranklinCovey  
in 2021

35 years of sales  
experience with 5  
companies,  
including 25  
years in Sales  
management

Sara recently joined Franklin Covey as a Consultant, where she specializes in Helping Clients Succeed.

In addition to her consulting activities with Franklin Covey, Sara provides Interim and Fractional sales leadership services as well as mentors new Sales leaders.

Previously, Sara was the VP of Sales for Restaurant Technologies, a B to B service provider for the Foodservice Industry. In this role, Sara was responsible for the vision and strategic leadership of a sales team of 100 and reported directly to the CEO.

Sara has also held executive sales positions at Lifetouch Portrait Studios as the VP of Sales and Operations, and a lengthy stint with Carlson Companies, with roles including Director – Partnership Marketing, Vice President – Managing Supervisor, President and Managing Director – Asia Pacific. Sr. Vice President – Mideast Region and Sr. Vice President – National Accounts.

Sara holds a BBA, Marketing and Industrial Relations from the University of Iowa Tippie College of Business, and a Mini-MBA from the University of St. Thomas – Opus College of Business.

## CERTIFIED TO DELIVER

- *Qualifying Opportunities*™