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SARAH F. WIMBERLEY

Speaking Engagements

- Strategic SWOT Mission, National Virtual Village Gathering, September 2025

- Listening to Learn & Act!; Change Management & Readiness (two sessions), ASCEND 2025 Annual Education Conference, Kansas City, Missouri, September 2025

- Change Management & Readiness, DynamicsCon 2025, Chicago, IL, May 2025

- Permissions & Consent Management; Change Management & Readiness (two sessions), Michigan Technology Conference, Pontiac, Michigan, March 2025

- Permissions & Consent Management, Microsoft Zero to Hero (virtual), March 2025

- "Community Platforms Non-profit Engagement," Philanos Tech Talk (virtual), February 2025

- "AI and Collective Giving," Philanos Tech Talk (virtual), October 2024

- "Software: Taking Your Organization to the Next Level," Power Up! Conference, Baltimore, MD, November 2023

Board & Volunteer Service

- Tech for Campaigns (2024-25)
- Village on Ridge (2023-present)*
- Philanos (2021-present)*
- Impact100 Philadelphia (2020-23)
- Girl Scouts of Eastern Pennsylvania (2019-present)
- Allens Lane Art Center (2017-19)*

*Board Service

Sarah is a detail-oriented leader with twenty years of experience in marketing and cloud-based technology, specializing in sales, marketing, customer service, and reporting tools. As principal and founder of Ulster Technologies (www.ulster-tech.com), Sarah drives innovation to foster collaborative, data-driven decisions with her clients.

She has served as an enterprise architect, product owner and program/project manager at leading regional and national healthcare institutions. Sarah led dynamic, cross-functional teams through multiple product and platform migrations, passionately improving business processes and driving sales growth.

A graduate of Rosemont College with a Master's in Strategic Leadership, Sarah is also an active volunteer, serving on various boards and committees, including as Vice President of Communications, Technology & Marketing for Village on the Ridge and as a Board Member and Technology Co-Chair for Philanos.

Areas of Expertise

Through an intentional and winding professional path, Sarah has had the opportunity to gain expertise across a variety of industries, domains, and organizations, continually expanding her knowledge base. At the intersection of marketing, technology, and leadership, Sarah is comfortable and engaging while speaking about a variety of topics including, but not limited to: project and change management frameworks; leadership and communication styles; building trust; managing customer data and experiences; marketing technology and integrations; professional development and empowerment.

Read on for sample topics with their description and objectives.

Change Readiness & Management

We've all heard of change management, but how can it help us be prepared for emergencies?

Why is it important to use this framework to manage evolving situations?

In high-pressure environments, such as during a crisis or disaster, the ability to manage change can significantly impact response times, coordination, and overall success. By implementing structured change management processes, organizations can prepare their teams to quickly adopt new roles, workflows, and technologies that may arise no matter how big or small the challenge is, or the size of your organization.

In this session, we will discuss this proactive approach to minimize confusion, boosts morale, and helps maintain business continuity of operations across all impacts, dependencies and stakeholders.

This session can be delivered in 30 to 60 minutes, depending on level of detail and case studies.

Contact Sarah

Do you have an upcoming in-person or virtual conference and are searching for experts? Let's connect!

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Listening to Learn, And Act!

What does 'listening to learn' really mean?

How can becoming an active listener make me a better leader?

Leadership isn't just a 'what's in it for them' sales pitch—it's a 'what's in it for us' model where the breadcrumbs of seemingly disparate conversations are woven together for organizational transformation.

In this session, we will discuss empathy and transparency of leadership; how the perception of our behavior can build or break relationship; and how listening to learn can become trust-building action.

This session can be delivered in 60 to 90 minutes, depending on level of detail and included case studies and attendee activities.

The What, Who & Why of Consent Management

What is permission and consent management?

Who are the stakeholders?

Why does it matter?

Privacy laws around the United States are evolving and consumer expectations are getting higher everyday. Understanding the framework and fundamentals are important to not only efficiently establishing and/or maintaining compliance but also making the most of your first-party data.

In this session, we will establish foundational understanding of what is consent management; how organizations can meet internal goals and data governance needs; and review how to approach looking for technologies that can help you manage this (no specific platforms are endorsed).

This session can be delivered in 30 to 90 minutes, depending on level of detail and case studies.

Leading By Example is Underrated

How can I best approach a challenge situation?

How can I improve a struggling professional relationship?

Leading by example is a simple premise, just as the golden rule is, but it isn't a simple practice. Consistent, small steps can dramatically improve relationships, transforming teams and organizations.

In this session, we will begin be looking inward to understand one's own leadership and communication style, before we examine the potential styles of others. With a that foundational understanding, including our own strengths and weaknesses, attendees will walk away with confidence in knowing how to flex up, flex down, and even exit as needed.

This session can be delivered in 30 to 60 minutes, depending on level of detail and attendee activities.