



Sara L. Robertson

Director of Market Strategy
srobertson@gbq.com
614.947.5223



Education

Miami University (Oxford, OH)
B.A., Marketing and Finance

Professional Associations

- American Marketing Association
- Association for Accounting Marketing

Sara serves as GBQ's Director of Market Strategy. In this role, she is responsible for leading the firm's growth efforts and overseeing the marketing and sales functions for alignment toward targeted revenue growth. She is responsible for coordinating GBQ's organic growth efforts and facilitating increased collaboration amongst practice areas, management and service lines. Sara works closely with the Director of Practice Growth and Managing Director as well as niche leaders and the member group to plan and support growth initiatives.

Since joining GBQ, Sara has led the Firm's vision for growth by overseeing and executing corporate identity programs, events, advertising, direct mail, social media, CRM and public relations campaigns. Prior to joining the firm in 2004, Sara worked in marketing at the Ohio Restaurant Association.

Sara graduated from Miami University with a degree in Marketing and Finance. She is a member of the American Marketing Association (AMA) and the Association for Accounting Marketing (AAM) where she has held various leadership roles.

Sara currently serves on the Community Board at COSI and is the Corporate Coordinator for GBQ's involvement in the Cristo Rey Professional Work Study Program. She is a member of the OhioHealth Foundation's Kitchen Kapers board, in addition to sitting on the marketing committee at the Columbus Chamber. She is a past Chair of the March of Dimes of Central Ohio Women's Board and recently, she has sat on marketing and branding committees for COSI, the Women's Fund of Central Ohio and the Columbus-Franklin County Finance Authority.

Sara was named "Rookie of the Year" at GBQ in 2005, was awarded the firm's "Internal Five Star Service" award in 2007 and received the Jack Boyle Leadership Award in 2015 and 2018. In July 2013, she was named a "YP to Know" in Central Ohio by the Columbus Young Professionals Club.

In 2015, Sara was recognized by *Columbus Business First* as one of Columbus' Forty Under Forty. She is a 2018 graduate of Leadership Columbus.