



Why Stress? Hire the Best!

Sarah Robb Hagan's Profile

Travels from New York, US



A Talent Agency

SARAH ROBB O'HAGAN
Executive, activist and entrepreneur

Sarah Robb O'Hagan is described by the media as everything from "Superwoman undercover" to the "Queen of the Jocks" to the ultimate example of where fierce business woman, mother and fitness fanatic combine. Named among Forbes "Most Powerful Women in Sports" and recognized as one of Fast Company's "Most Creative People in Business" Sarah is an internationally recognized re-inventor of brands, but if you ask Sarah, she'll say she's in business to help individuals and teams achieve their potential.

Sarah was born in New Zealand – the first country in the world to give women the vote and home to the first man to climb Mt Everest. The pioneering spirit of her country cultivated Sarah's drive and imagination for "what's possible" enabling her to found a movement she currently leads called "Extreme Living" - helping individuals, teams and businesses unlock their potential by discovering their own uniquely exploitable traits. Her book *EXTREMEYOU* will be published by HarperCollins early next year. Sarah's career includes leadership roles at some of the world's most iconic brands – including Virgin, Nike, Gatorade, and Equinox the world's premier fitness lifestyle company, where as President she led the transformation of the business from bricks and mortar health club to an "always on" fitness lifestyle partner heavily enabled by technology and proprietary content through the creation and launch of the editorial content platform "Furthermore from Equinox".

Prior to Equinox Sarah served as Global President of Gatorade where she was widely known for transforming the business from a declining sports drink into a sports performance innovation company serving nutrition solutions to athletes of all levels. As described by *Fast Company* magazine, Sarah inherited a "flaming mess" when she took over the legendary Sports Drink in 2008, but through a courageous transformation that involved flying in the face of a deeply ingrained PepsiCo culture that had watered down the brand's true positioning, Sarah and her team took the Gatorade brand back to its roots, and then re-imagined its future for a new audience of young, digitally savvy athletic teens.

Sarah's career in the sports industry began at Nike where she was a key member of the team that launched the game changing innovation called Nike Plus, in collaboration with Apple. This was the world's first digital-tracking device for runners that created a global social collaboration platform for fitness enthusiasts and in many ways birthed the fast-growing technology movement now known as the "Quantified Self."

Sarah started her career in the airline industry as a marketing executive at her country's national airline, Air New Zealand. In the early 90s she moved to Virgin Atlantic Airways where she became known for her breakthrough marketing campaign in collaboration with the Austin Powers movie where she rebranded the airline "Virgin Shaglantic" for a number of weeks, launched the world's largest internet "event" for its time, and turned a 747 into a flying showcase of the entire initiative.

Sarah is a passionate advocate for an active lifestyle and believes the lessons learned from sports and fitness can be applied to improve performance in the work place. She has served on Hillary Clinton's US State Department Council to Empower Women and Girls through Sports, and is a trustee of the Women's Sports Foundation.

Specialties: Business; Consumer Trends; Disruptors; Distinguished Speakers; Founder / Ceo; Sales & Marketing
Audiences: Corporations; Organization; Conferences;

Topics Include:

"Make Failure Your Fuel"

This highly entertaining and motivating talk shows audiences of all ages how to overcome fears, get bolder at taking risks and turn failures into the fuel of future successes. Sarah draws on examples from the worlds of sports and business as well as her hilarious personal experiences of getting fired to prove her case.

"The Specialist Team"

In this talk, Sarah explains the vital importance of narrowing your focus but diversifying your team on the road to innovative thinking and sustained performance.

"Reframe The Game"

How to stay ahead in a fast paced competitive landscape. For entrepreneurs and Fortune 500s alike, Sarah shares many case studies and examples from her extensive resume leading innovation and transformation in some of the world's most iconic companies.

Please Call for Fees

Testimonial:

"What a superstar! Her ability to share high-profile business results to the group was brilliant. She's a very impressive human being. She was very friendly and approachable. We were especially impressed with how she interacted with our attendees both before and after the presentation, including personally responding to social media mentions."

— Property Solutions

For Further Information or to Book
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