

Sarah A. Webster

PROFESSIONAL PROFILE

Highly successful B2B technology marketing executive and leader — with a track record of transforming corporate brand images and tactical strategies, leading to substantial growth. Helped deliver 30% growth in revenue and 2X+ in value at latest industrial 3D printer company

WORK EXPERIENCE

2019 – Present

Chief Marketing Officer, The ExOne Company

- Rehired by my former CEO at ExOne as it faced new competition
- Helped drive rebrand of publicly traded metal 3D printer company (Nasdaq: XONE) — more than doubling market value and leading to acquisition by top competitor
- Tripled lead growth in 2 years by shift in go-to-market strategies, which led to 30% growth in revenue and machine sale backlog
- Modernized look and feel of printers; made key message changes for materials, product offerings, technologies, and sustainability
- Conceived of and launched successful #MakeMetalGreen™ and Print Today, Parts Tomorrow™ campaigns

2016 - 2018

Global Marketing Director, EnvisionTEC

- Successfully bolstered plastic 3D printer company against flurry of well-funded startups, strengthening position in the key dental market with rebrand and new content and go-to-market strategies
- Drove 30% increase in new leads and successful #PrintYourPotential and #15YearsBetter integrated social campaigns

2011 - 2016

Director, Content & Strategy, Society of Manufacturing Engineers (SME)

- Successfully modernized the multimillion-dollar media group for SME, launching new magazine, podcast and revamped brand. All new products I conceived of and launched remain in production today
- Oversaw peer-reviewed technical journals, such as the SME Journal of Manufacturing Systems and Journal of Manufacturing Processes
- Key communicator in launch of federal National Network for Manufacturing Innovation, now known as Manufacturing USA

2003 - 2011

Business & Automotive Editor, The Detroit Free Press (2010-2011)

Automotive Editor (2008-2010); Automotive Reporter (2003-2008)

- Recruited from competitor to lead coverage of Ford Motor Co.
- Hand-selected to oversee vital team news coverage of the 2008-2009 financial and automotive crisis, which was a statewide affair
- Regularly represented the newspaper on CNBC, Fox, BBC, NPR, etc.
- Won many awards and drove significant community impact

1999 - 2003

Automotive Reporter, The Detroit News

- Respected and award-winning medical and then automotive reporter
- Covered the Daimler-Chrysler merger and era, before its unwinding



Portfolio @ sarahannwebster.com

CONTACT

29988 Fernhill Drive
Farmington Hills, Mich. 48334
sarahannwebster@yahoo.com
313.715.6988

TOP SKILLS

Content | Expert-level storyteller, message shaper, and editor. Across all formats, with skill at integration

Leadership | Direct supervision of teams of 8-12, plus agencies and freelancers. 10+ years

Technology | Superior all-around technologist who knows how to use and market technology successfully. From 3D printing to consultancies

Strategy | A decade serving on leadership teams, where I was the standout strategist

Analytics | A digital native and savant who knows how to read, interpret, and use data

Financial Management | Skilled development of, and adherence to, market and operational budgets

EDUCATION

- 2021 | Wayne State University, MBA Student, Ongoing
- 2002 | University of Pennsylvania, Certificate *The Wharton School Seminars for Business Journalists*
- 1994 | West Virginia University, B.S. in Journalism