

## SARA SCHAEFFNER

[www.linkedin.com/in/saraschaeffner](http://www.linkedin.com/in/saraschaeffner)



Four-time CEO with strong leadership, P&L management, strategy, and relationship building skills. Experience serving on two non-profit Boards of Directors, including as Secretary. C-level roles in Healthcare IT, Manufacturing, and Minerals and Mining industries; expert in industry transition and the process of acclimatizing quickly to a new environment and team to maximize early and long-term company value. Global, private equity, and M&A experience, on sell and buy sides. Current CEO and Entrepreneur. Personal brand of versatility, genuineness, integrity, and collaborative leadership. Cool in a crisis. Seeking opportunity to bring her abilities and experience to bear as a Board Director of small or medium for-profit corporation(s) to drive short, medium, and long-term value creation and stakeholder benefit.

### BOARD EXPERIENCE

**Board Director and Secretary, Rare Sisters Batten Foundation**  
to present

February 2020

*Non-profit charitable group created to help raise and distribute funds to families directly affected by Batten Disease and to research institutions searching for a cure.*

**Board Member, The Colorado Chamber of Commerce**  
2017-2019

*Non-profit organization dedicated to championing a healthy business climate through collaboration and advocacy.*

### EXECUTIVE MANAGEMENT EXPERIENCE

**CEO & Principal, The Digital Frontier**  
2020-Present

CEO driving growth, sales & marketing, and operational strategies. First acquisition by Blue Vista LLC.

**Principal, Blue Vista LLC**  
2019-Present

Entity established by Sara Schaeffner to purchase and/or invest in small businesses to take them to the next level.

**CEO, Dependable Cleaners**  
2020

[COVID impact to tenure length] Recruited in February 2020 as first-ever external CEO. Original focus on growth was superseded by crisis management as revenue dropped 80% in two weeks. Led risk mitigation, cost reduction, key hires, adoption of new communication methods, and modernization of the organizational structure.

**CEO & President, Natural Soda LLC**

2015-2019

Led multi-disciplinary teams of one of the largest manufacturers of sodium bicarbonate in the U.S. Managed P&L and improved operational and financial processes. Led sale process for corporate carve out during 2018 and 2019, while ensuring continued team engagement and focus. Spearheaded new market entry feasibility study and made strategic recommendations for growth for accretive value.

**Multiple Executive Roles, Rincon LTD (formerly Enirgi Group Corporation)**

2014-2019

Improved business functions for the private equity-owned multinational to support growth, including development of commercial and stakeholder engagement strategy and implementation of performance measurement.

**Division Director & Vice President, Enirgi Group**

2015-2019

**Managing Director (P&L Owner), Rincon Mining (Salta, Argentina)**

2015-2017

**Vice President, Global Sales and Marketing, Enirgi Group**

2014-2015

**Vice President, Schaeffner, Miller, Hasting, Connelly & Co**

2012-2014

Face to the clients of this specialized, family-owned marketing agency for independent investment research firms. Served institutional money managers with \$50MM-\$50BN AUM. Drafted corporate structure and led rebrand.

**Vice President, Transformation, Accelion**

2012-2013

Led cross-functional effort to design and implement transformation across five service lines of this home health care management service, targeting process, cost structure, customer service, quality, and communication.

**Multiple Executive Roles, Dell Services, Healthcare and Life Sciences**

2007-2012

**Managing Director / Chief Administrative Officer, Corporate Development & Strategy**

2011-2012

Led \$1.5BN HCLS division-wide programs and shared services, including PMO, Quality, Customer Satisfaction, Employee Engagement, HIPAA Compliance, and internal Corporate Communications.

**COO / Managing Director, Healthcare IT Consulting**

2011

Led strategic planning and execution for growth and quality initiatives, increasing YOY revenue and gross margin.

**Managing Director, Meditech / International Healthcare IT Consulting**

2010-2011

**Vice President, Technical Services and Integration, Meditech Practice**

2008-2010

**Director, Product Management, Meditech Practice**

2007-2008

### **PROFESSIONAL ORGANIZATIONS AND COMMITTEES**

Arvada Chamber of Commerce, Retention Committee; Association for Corporate Growth; CO Women of Influence; Colorado Chamber of Commerce; Colorado Women's Chamber of Commerce; Denver Angels; Denver Business Series; HCC; RISE Collaborative; Rockies Venture Club; The Union Club; TiE Rockies; Women's Leadership Foundation; Women of Denver; Women of Mergers and Acquisitions

### **EDUCATION, CERTIFICATONS, AND OTHER QUALIFICATIONS**

**MBA, Cornell University**, Johnson School of Business, graduation with Distinction (Executive MBA Dual Degree)

**MBA, Queen's University**, Stephen J.R. Smith School of Business

**B.A. in Corporate Communications and Cross-Cultural Relations**, The University of Vermont, Valedictorian

**Advisor to the CEO / Board Chair**, Good Earth Minerals

**Corporate Boardbound 2021 Cohort Member**, Women's Leadership Foundation

**Languages:** English (native); Spanish (fluent)