

**Sarah Wentworth Bedrick**

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**PROFESSIONAL EXPERIENCE**

*HubSpot*, Cambridge, MA

**Aril 2011 - Present**

**Accomplishments:**

- Founded Customer Education team, HubSpot Academy, with 2 others and grew it to 15+ team members.
- Created and led 4 innovative and scalable HubSpot Academy products from infancy to maturation.
- Identified methods to use the certifications program to further solve for the business which led to new programs, processes, and company roles resulting in an 11% increase in company leads, improved retention, and future-proofed HubSpot's position as a thought-leader in the marketing and sales space.

**Certifications Program Leader:** October 2014 - Present

- Develop the vision for the certifications program that has certified over 55,000 people so far in 2016 (10/2016).
- Measure impact and establish metrics for the certifications program - which often focus on the harder-to-measure intangibles - and, using this data, make educated decisions on subsequent next steps.
- Coordinate and collaborate across functions and teams including engineering, marketing, and services to drive new initiatives, such as investing in developing our own learning application for students to learn.
- Lead team of 2 focused on growing the program while scaling it, and indirectly lead 7 team members to create quality certification programs that increase the industry footprint, improve product adoption, and increase retention.
- Complete qualitative and quantitative research to improve product value, positioning and identify additional areas of growth or product creation (e.g. Examples, Project Templates, HubSpot Academy Marketing Awards).
- Increased monthly Inbound Certification completions by 193% (714 to 2,090) in 6 months with 25% of time devoted.
- Presented to 9 HubSpot executives with request to increase investment in the certification program, which was approved.

**Introductory Training Program Leader:** January 2013 - August 2014

- Conducted primary and secondary research on groundbreaking teaching methodologies leading to the development of our first, second, and current iteration of our educational training assets.
- Regularly presented training sessions for prospects and customers in groups of 100+ people.
- Developed curriculum and frameworks to train HubSpot's new hires.

**Inbound Professor:** July 2011 - December 2012

- Developed the framework for which all HubSpot Academy video (viewership: approximately 40,000 views per video since May 2015) and live training is built.
- Led online marketing trainings with 10 - 300 attendees, and in-person trainings with 10 - 200 attendees.
- Advised 100+ customers on inbound marketing opportunities to improve their strategy and marketing efforts.

**Product Manager of New Products/Marketing Manager, Helium, Andover, MA**

**September 2008 – April 2011**

- Acted as liaison between users and product developers to create a convenient and user-friendly product.
- Created and executed inbound marketing strategy to attract and onboard new users.

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**EDUCATION**

*University of Florida*, Gainesville, Florida

**Bachelor of Science, 2008**

**Major:** Marketing; **Minors:** Entrepreneurship and Communications

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**LEADERSHIP EXPERIENCE**

**Future Leaders Group Member, Massachusetts Innovation and Technology Exchange (MITX)**

**July 2014 – Present**

- Nominated by HubSpot CEO and selected to be in exclusive group after application-review to be 1 of 8.
- Collaborate with other MITX Future Leaders Group (FLG) members to plan, promote and execute a 2,000+ person event for HUBweek, a week-long gathering that celebrates and unites Boston's tech, education, and arts communities.

**Influence(her) Advisory Board, Massachusetts Innovation and Technology Exchange (MITX)**

**July 2015 – Present**

- Collaborate with other female leaders at Google, TripAdvisor, C Space and more to develop, promote and execute events focused on developing more women in leadership.

**ToastSpot President, Vice President of Membership & Secretary HubSpot Toastmasters Chapter August 2011 – June 2014**

- Pioneered Toastmasters Chapter at HubSpot, and developed program for continued growth and success at HubSpot.
- Achieved Competent Communicator and Competent Leader Status.

**SKILLS**

- Team player that seeks opportunities to step outside comfort zone.