



Sandra B.

Online Business Analyst and Marketing Strategist | Senior-level smarts and fresh thinking for global organizations and entrepreneurial leaders seeking direction and guidance to optimize new initiatives.

Expertise

Business development, Marketing strategy, Digital lead generation, Content strategy, Partnership marketing, Strategic and tactical planning, Launches, Business planning, Online marketing planning.

About Sandra

An experienced strategic marketing advisor, business analyst and consultant, and seasoned 7x business owner, Sandra Lynn has helped hundreds of leading businesses, organizations, and agencies develop new areas and organize for growth through direct marketing, content planning, and business development strategy. She’s a senior-level marketer with an MBA background and over 20 yrs experience online serving people and companies in over 17 countries.

As a trailblazer, Sandra started 7 businesses without any investors and sold four of them, one was an interactive agency with a staff of 21, sold to a publicly-traded data firm. She’s taught e-marketing classes at NYU Stern, Columbia, Pace, and FIT, as well as continuing education programs; and even worked with several of the Shark Tank hosts. Author of Powered Up! Finances (financial literacy for beginners) and Powered Up! Entrepreneurship (for youth, and anyone) and Modeling Career Help (for beginning models and actors).

With high global and cultural sensitivity gained from travel to 37 countries and having lived in Italy and Venezuela, and worked in Amsterdam, Tokyo, London, Stockholm and Auckland. She used to be fluent but has now mostly forgotten how to speak languages - German, Spanish, some Italian and French languages. This perspective along with being first generation American gives her a more broad view of business opportunities. This has also led Sandra to the heart of her mission to see the world change by empowering vulnerable populations through leadership and financial education that comes through entrepreneurship training and collaboration. For business, marketing, financial literacy and other life skills training, see www.ardentskills.org.

Sandra has been active in numerous ministries including affordable housing, crisis pregnancy, post-prison as a member of Summit Church.

Experience

IBEC Ventures	Coach	2021 – present
Sage Directions	Senior Director, Founder	1996 – present

Education

New York University	MBA, Marketing
New York University	BS, International Business