



SARA NELSON MARKETING DIRECTOR



Sara joined Vantage in 2022 as the Marketing Director. In this role, she facilitates new client acquisition efforts, helps drive client engagement, and manages the evolution of the Vantage Leadership brand.

Sara brings more than thirty years of experience in cultivating brands, advancing go-to-market strategies, expanding awareness, and increasing sales. Prior to Vantage, she served as Chief Marketing Officer at Mercer Advisors, Vice President of Marketing at Trust Company of America, and head of marketing at a start-up financial services firm. Sara earned a Bachelor of Science in Engineering Management from Southern Methodist University and a Master of Business Administration with a focus on Executive Leadership from Santa Clara University.

Sara has enjoyed giving back to her communities by accepting volunteer positions at nonprofit schools that provide educational opportunities for gifted children with learning disabilities. She also recently started a local small business that focused on helping lower-income individual and families purchase their first homes.

Sara lives in Bayfield, Wisconsin. In her spare time, Sara loves movies, fine art, papercrafts, sailing on Lake Superior, and most of all, spending time with her two sons.

“Learn from the mistakes of others. You can't live long enough to make them all.”
—Eleanor Roosevelt, Former United States First Lady