

Sarah LaLiberte
Owner/Founder, Mainspire

Sarah LaLiberte founded Mainspire Marketing in 2014 after making inroads in the marketing world for 20 years. With a focus on public relations, content, social media and integrated marketing campaigns, she is dedicated to offering her firm's clients the most creative strategies and innovative integrated technology solutions to make an impact. She has worked for many global brands – including Segway, Velcro, and Nuance (Dragon NaturallySpeaking) over the course of her career, and was most recently the VP of Marketing of a big data and IoT start-up before she founded Mainspire (www.mainspire.com).

Sarah is a member of the New Hampshire High Technology Council, New Hampshire Creative Club, The Center for Women's Business Advancement at Southern New Hampshire University, and Women Inspiring Women. She is also a volunteer for children's, animal, and environmental groups that are close to her heart.

Sarah holds a BS in public relations from Syracuse University, Newhouse School of Public Communications, and an MBA from the University of Massachusetts, Lowell.