

# Sarah G. Niehaus, MBA

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Platteville, Wisconsin

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*Dedicated advocate for visionaries and dreamers, showcasing versatility through a diverse background in event planning, entrepreneurship support, and administration. Proficient in time and task management, adept at motivating teams, skilled in problem-solving, and experienced in strengths-based leadership strategies. Demonstrated ability to navigate dynamic landscapes. Committed to contributing to collaborative and impactful environments, leveraging a comprehensive skill set to uplift and empower others.*

## PROFESSIONAL EXPERIENCE

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### UNIVERSITY OF WISCONSIN-PLATTEVILLE

Lecturer

Platteville, WI

August 2024–Present

- Beginning Fall 2024, teaching Leadership & Management 2330 to incoming freshmen and other undergraduates, guiding students through key leadership and management concepts, including adaptive leadership, strategic decision-making, team dynamics, and organizational behavior. By integrating theory with practical application, I aim to equip students with the tools necessary to lead effectively in diverse and evolving environments.

### UNMASKED VENTURES LLC

Founder/CEO

Platteville, WI

May 2024–Present

- Utilizing the Gallup CliftonStrengths assessment and resources, I help individuals leverage their intrinsic strengths and have greater capacity to chase their dreams, particularly for neurodiverse individuals through individualized support as well as small business owners.

### NARI OF MADISON, INC.

Events & Marketing Coordinator

Fitchburg, WI

October 2023–May 2024

- Directed all facets of event planning and execution for the third-largest chapter of the National Association of the Remodeling Industry, orchestrating seamless experiences for diverse events, ranging from small committee meetings to heavily-attended Expos. Notably, spearheaded the coordination and administration of the 2024 Build & Remodel Expo, resulting in a 51% increase in attendance and heightened exhibitor satisfaction.
- In an Office Manager capacity for a two-person organization, developed and implemented streamlined policies and procedures, significantly enhancing overall organizational efficiency. Pioneered the creation of clear and user-friendly guides, schedules, and timelines for staff, volunteers, and on-site vendors, ensuring the smooth execution of events.
- Consistently demonstrated proficiency in crafting compelling marketing materials, including promotional collateral for various audiences and engaging social media content, while leveraging analytics and quantifiable metrics to recommend to leadership new ways to reach target audiences.

### MORAINE PARK TECHNICAL COLLEGE

Adjunct Instructor

Fond du Lac, WI/Remote

December 2020–August 2022

- Contracted instructor for online introductory Computer Literacy and Marketing Principles courses, delivering timely grading and providing supportive responses to students navigating institutional platforms and Microsoft-based computer programs.

### TEDxFONDDULAC

Licensee and Executive Director (unpaid)

Fond du Lac, WI

October 2016–December 2021

- Led a passionate team of idea-driven professionals through an annually-renewed license, orchestrating the successful execution of four locally-organized TED-style events.
- Achieved global recognition with over 3 million cumulative views of ideas presented by 51 individuals.
- Managed all aspects of event administration, including annual fundraising and grant writing, vendor negotiations, development of a speaker selection process, and comprehensive reporting.

## **ENVISION GREATER FOND DU LAC**

Director of Small Business & Entrepreneurship

**Fond du Lac, WI**

*January 2020-May 2021*

- Propelled the success of over 200 area entrepreneurs through strategic leadership in county- and regional-based entrepreneurial ecosystem partnerships and effective program management.
- Accomplished the implementation of a substantial six-figure federal grant initiative, significantly expanding entrepreneurial support services and implementing robust, multi-agency tracking mechanisms across the State of Wisconsin.

Director of Marketing, Young Professionals, and Leadership Programming

*January 2017-December 2019*

- Effectively managed all external and internal branding and communications during a challenging period of staffing constraints.
- Spearheaded comprehensive oversight of events, volunteers, and administration for an 800+ member Young Professionals program. Additionally, successfully redeveloped a 9-month regional leadership program, custom-tailored for 20 mid- and entry-level professionals, introducing them to the diverse range of services and opportunities available in the region.

Director of Strategic Initiatives & Executive Assistant

*February 2013-December 2016*

- Developed innovative marketing materials and event programs while serving the day-to-day administrative needs of the organization's directors, community leaders, and the general public.

## **EDUCATION**

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### **WALDEN UNIVERSITY**

Doctorate of Business Administration (concentration: Leadership)

All-But-Dissertation with Honors, 3.8 GPA

### **OTTAWA UNIVERSITY**

Master of Business Administration/MBA (concentration: Leadership Development)

Honors, 4.0 GPA

### **OTTAWA UNIVERSITY**

Bachelor of Business Administration (concentrations: Marketing & Leadership)

Honors, 3.8 GPA

### **MORaine PARK TECHNICAL COLLEGE**

Associate of Applied Science in Business Management (concentration: Marketing)

High Honors, 3.9 GPA

## **VOLUNTEERISM**

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### **YOUNG PROFESSIONALS OF FOND DU LAC**

- Former Board member
- Past chair of numerous committees
- Future 5 award recipient 2016

### **PROFESSIONAL WOMEN'S CONNECTION**

- Past regional President of the Board
- Past local chapter President of the Board
- Woman Manager of the Year 2018

### **SOPHIA TRANSFORMATIVE LEADERSHIP PARTNERS**

- Past Executive Board member
- Events coordinator and volunteer

### **FOND DU LAC AREA WOMEN'S FUND**

- Past Executive Board member
- Past chair of Marketing committee

### **LAKESIDE PARK EXPLORATORY COMMITTEE**

- Previous member of City Council ad-hoc committee
- Secretary of Data and Marketing subcommittees

### **INSIGHT PUBLICATIONS**

- Former Advisory committee member
- Woman of Influence nominee 2020

## **ADDITIONAL SKILLS**

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- Experienced in personal and professional leadership development systems
  - Personal CliftonStrengths Top 5: Maximizer, Strategic, Activator, Futuristic, Ideation