

Sarah Richardson promoted from Digital Strategist to Communications Manager at Wesley Mission April 2014

In April 2014 Sarah Richardson was promoted to Communications Manager at Wesley Mission, one of Australia's largest Christian community organisations with 130 community programs, nearly 2,000 staff and nearly 4,000 volunteers. In 2013 Wesley Mission assisted more than 19,000 individuals and families and provided nearly 230,000 nights of homeless, foster and mental health care.

Sarah joined Wesley Mission in early 2013 as Digital Strategist, bringing 20+ years of experience in not-for-profits, the SME sector and large multinational companies. She spent 18 years in senior marketing, sales and general management positions in several branded consumer and B2b organisations in the United States, Europe and Australia prior to establishing her management consultancy ten years ago.

As Managing Director of Sarah Richardson Consulting (part time), Sarah consults across FMCG, retail, resources, tourism, franchising, not-for-profit, government, industrial and technology sectors. Established in Perth in early 2004, the consultancy relocated to Sydney in 2010 when Sarah joined St James Ethics Centre, an independent not-for-profit organisation serving as a catalyst and enabler for society to think, debate and act in good conscience, particularly in the face of uncertainty and ambiguity.

Maintaining her part-time role at the Ethics Centre on joining Wesley Mission as Digital Strategist (part-time) in early 2013, Sarah resigned from the Ethics Centre after almost three years as Head of Marketing & Communications when the Wesley Mission Digital Strategist role became full-time in mid-2013.

Sarah holds a BA, BCA and MBA (Hons). She is a member of Australian Marketing Institute (Associate Fellow, CPM), Women on Boards, Australian Fulbright Alumni Association and University of Chicago Alumni Association (Founder and former Chair, Perth Branch). Sarah served as a Board Director at First Vintage Pty Ltd, a regular delivery wine club promoting wines awarded medals by the Royal Agricultural Society wine competitions and not available through the mainstream bottle shop chains. She is a past Board Director, Board HR Committee Chair and Board Marketing Committee Chair of Workability, a Western Australian award winning NFP in the disability employment services sector. Sarah has received a number of awards for her corporate, not-for-profit and consultancy work.