

woody bibens & associates

EDUCATION

Bachelor of Science, University of Missouri, Cum Laude, 1980

PROFESSIONAL AFFILIATIONS

American Wind Energy Association
Greater Kansas City Chamber of Commerce
American Society of Association Executives
Non-Profit Connect
(Kansas City Council on Philanthropy)

PERSONAL AREAS OF INTEREST

Marathons
World Travel
Sailing
Biking

SARAH WOODY BIBENS President

Sarah founded Woody Bibens and Associates in 1989 as a professional management company. Since that time, she has expanded the services offered to include management and sustainability consulting services and marketing services. As president of Woody Bibens and Associates, Sarah leverages her strong experience with her progressive and optimistic focus on the future to ensure that Woody Bibens and Associates' clients are continuously moving toward the future and are not satisfied with the current status quo.

Sarah focuses on streamlining organizational structures and processes in order to achieve a solid financial performance. She successfully converted Woody Bibens and Associates into a dynamic virtual office in 2006, allowing the company to employ staff in a variety of locations. She credits the company structure as contributing to the staff's flexibility, responsiveness, and financial success.

Sarah is particularly interested in helping companies fully utilize electronic opportunities, particularly websites, for communication and marketing purposes. She believes that a well-designed website with a content management system, enabling the website wording to be updated frequently, can be the central feature of a company's communication and marketing strategy. This can be leveraged with social media and e-newsletters for maximum effectiveness.

Sustainability is another area of focus for Sarah. Not only is she interested in corporate sustainability initiatives and values the work she has done to help companies become more environmentally friendly, she also sees great potential in the renewable energy industry for companies who want to supply components of wind turbines, solar panels, and other forms of renewable energy. She works closely with clients to ensure that their interest in the renewable energy supply chain is backed by sound business practices and solid marketing and communication strategies.

Guiding Sarah's work is her passion and enthusiasm for helping companies improve competitiveness and move toward the future. She is optimistic about the future potential for our clients and believes it is a very exciting time for companies to embrace change and implement long-term strategies.