

Sara Lingafelter Lobkovich

Change Agent | Strategist | OKR Coach at Red Currant Collective

Seattle, WA, US

Change & growth. Coach, creator, status-quo challenger. Joy-obsessed. OKR nerd. I ??
consequential work, slowing down & motorcycles

Biography

Sara works with a passion for helping leaders and teams understand and achieve their peak performance potential. She has enjoyed a long, entrepreneurial career in technology, marketing / advertising, strategic ops and organizational learning and change. Red Currant Collective was originally created in 2019 as a hub for Sara's creative and collaborative projects, and relaunched in 2021 as an agent of change in a work world that desperately needs rethinking. As a consultant, coach and changemaker, Sara draws on her training as a lawyer, coach, conflict resolution / mediation professional and communicator. Her work draws on well-honed expertise in adult learning, instructional design, marketing and leading strategic and operational teams through change at some of the largest global enterprises in the world. Her highest and best use is in high-stakes, high-consequence work. She's also a performance motorcyclist, and co-owns Counter Weight Motorsport and CW Moto Racing with her husband, Chris. She hosts The Moto Curious Podcast about her riding life (and, to answer questions from motorcycle-curious listeners).

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Social Media, Media - Online, Advertising/Marketing, Corporate Leadership, Writing and Editing

Areas of Expertise

Motorcycles, Strategic Planning, OKR, Content Strategy, Strategic & Business Planning, Strategy, Leadership, Collaboration, Change, Customer Experience, Content Marketing, Social Media, OKR Coaching, Motorsports

Event Appearances

Kiss my Klout

Outdoor Retailer Summer Market

Get Local with Social

Outdoor Retailer Winter Market

My Social Life in Three Acts
Social Media 301

Get Local With Social
Outdoor Retailer Summer Market

Influence ME
Outdoor Retailer Winter Market

Boots on the Ground: Real People Getting Things Done with Social
Outdoor Retailer Winter Market

ROI WTF? Content Marketing Today in Ten Truths
Outdoor Retailer

What's the ROI on Kittens? Measuring Up with Social Analytics
SMX Social Media Marketing

Principles of Virality, a Portent U Webinar
Portent University Webinar

Education

Western Washington University
B.A. English

Port Townsend High School

Seattle University School of Law
J.D. Law

Accomplishments

Cannes Gold Lion

Content Strategist on the award-winning Microsoft Collective Project, which won both a Gold Lion and a Bronze Lion at the Cannes Lions International Festival of Creativity.

Launched Local Social Program for REI

Between January and July 2011, I architected and rolled out the Local Social launch at REI, bringing 120+ stores across the country to life via Twitter and Facebook. The program required institutional consensus-building, policy and manual development, hands-on creation of the presences, infrastructure development for management of the program, and development of curriculum and training for 300+ local store staff who would act as social media practitioners, many of whom were new to social.

Social Media 301

After frequently speaking about social media best practices to audiences in the outdoor industry, SM 301 was my first speaking engagement on the national stage, alongside keynote speaker Brian Solis and local pros including Eric Weaver. I was invited simply to tell MY story, and spoke about my evolution from corporate attorney to outdoor industry social strategist.

Climbed Mount Rainier

The title says it!

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