

# **Sarah Prevette**

**Founder & Editor-in-Chief at**

Toronto, ON, CA

Named by Inc Magazine as one of the top entrepreneurs in North America & recognized as a futurist/early-supporter of emerging technology

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## **Biography**

Most recently, Sarah was the founder of Sprouter.com, an online platform facilitating knowledge exchange between startups and business leaders that was acquired by Postmedia in late 2011. Sarah also built BetaKit.com to showcase the key technology trends that are re-shaping the future - the publication was acquired by Mobile Syrup in 2013. Sarah has been responsible for setting the overall direction and strategy for all of the companies she has created. She lead the design of Sprouter's service and oversaw the development of its core technology and infrastructure. She directs all of her teams with a special focus on delivering exceptional user experiences, continuous innovation, leveraging highly relevant, accountable, and untraditional marketing. Sarah is frequently in the media and has been profiled by numerous prestigious publications including The Wall Street Journal, Forbes and Wired Magazine. She was named a top entrepreneur in North America by Inc Magazine and Canadian Business named her one of the Top 20 "Power Elite" in the country. She is an active advisor and board member of several companies and an active mentor for The Next 36, Jolt Accelerator and IMPACT.

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## **Availability**

Keynote

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## **Industry Expertise**

Direct Marketing, Education/Learning, Corporate Leadership, Media - Online, Computer Software, Social Media, Business Services, Women, Advertising/Marketing, Information Technology and Services

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## **Areas of Expertise**

Failism: the Art of Strategic Evolution, Tech Startups, The Entrepreneur Journey, Entrepreneurial Networking & Collaboration, Setting Direction and Strategy for Companies

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## **Affiliations**

Western University Alumni

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