

## Sarah Robb O’Hagan

Renowned Business Leader, CEO of EXOS the Performance Coaching Company, Former President of Equinox, Former Global President of Gatorade, Former Marketing Director at Nike and the Virgin Group

Described by the media as everything from “Superwoman undercover” to “The Pied Piper of potential,” Sarah Robb O’Hagan is an executive, activist, entrepreneur, and founder of Extreme Living — a content platform designed to help individuals, teams, and organizations play to their highest potential. Currently, she is the CEO of EXOS, the leading performance coaching company that gets people ready for the moments that matter most in their work, sport, and daily lives. EXOS clients range from NFL players and Olympians to corporate executives, military personnel, and everyday people looking to manage stressors and thrive in the new normal of fast-paced modern-day life.

Sarah is a rare blend of fierce businesswoman, cheerleading Mom, passionate women’s advocate, and high-energy innovator. In dynamic presentations and in her book, *Extreme You: Step Up, Stand Out, Kick Ass, Repeat*, Sarah lays out a roadmap for becoming the most “extreme” version of yourself by playing to your own unique passions and strengths, and by building highly-collaborative, focused, and successful teams and corporations. Drawing on her decades of experience at some of the world’s most influential brands, she shares practical takeaways for how to get comfortable making bold moves, as well as how to use failures in work or life to come back stronger, discover your most competitive playing field, and, most importantly, tune your own mind and body for high performance in a fast-paced hybrid work world. Her insights and action steps can be applied by anyone looking to empower the kind of teamwork that brings out the best in everyone in their organizations. She is exclusively represented by [Leading Authorities speakers bureau](#).

Professionally, Sarah is widely regarded as a transformational CEO having personally led the development of breakthrough innovation efforts in her corporate career, including: the turnaround of Gatorade from a declining sports drink into an innovative sports performance company exemplified by the highly-successful G Series line; the Virgin Atlantic Airways-Austin Powers movie collaboration in which the airline was rebranded “Virgin Shaglantic;” Equinox’s transformation from a bricks-and-mortar gym to an always-on, digital-first fitness business, and the turnaround and transformation of her current company EXOS, in the midst of the Covid pandemic.

She is also not afraid to talk about what she calls her “canyon of career despair” in her 20s, using major back-to-back failures to learn, grow, and motivate herself forward to eventually lead a \$5 billion global business by the age of 38. Sarah shares firsthand accounts of these peaks and valleys — pairing stories of firings with a behind-the-scenes look at Gatorade’s transformational turnaround under her stewardship — to illustrate what it truly takes to be successful, why you learn more when you play for all or nothing, the importance of humility, and why you must always “play your own game.” She also taps into her own experiences with extreme burnout after giving birth to her third child in the midst of the Gatorade turnaround — and how it informed the work she does today helping corporate clients and executives around the world to lead healthy high performing teams.

Sarah has been named twice to *Forbes* magazine’s list of the “Most Powerful Women in Sports,” named a “Woman to Watch” by *Ad Age* magazine, dubbed one of the “Most Creative People in Business” by *Fast Company*, and named to “40 Under 40” lists by *Sports Business Journal*, *Crain’s Chicago Business*, and *Sports Goods Business*. She also complements her operating experience with board service, having served on the boards of Strava, as well as her current role as an independent director for JetBlue Airways.

Sarah is a passionate advocate for an active lifestyle and believes the lessons learned from sports and fitness can be applied to improve performance in the workplace. She has served on Hillary Clinton’s U.S. State Department Council to Empower Women and Girls through Sports and is a trustee of the Women’s Sports Foundation. She is an active member of the World Class New Zealand Network, as she remains committed to helping the country’s development, international competitiveness, and economic growth. In 2016, she was awarded the Sir Peter Blake Trust Award for outstanding leadership, and in 2018 she was named a “WISE” Woman of the Year.