

Sara Ross Bio

In an era where 73% of organizations are bracing for major technology-driven disruption, 61% of leaders feeling unprepared to navigate the growing complexity, 62% reportedly disengaged, and nearly half the workforce running on fumes—these aren't just statistics; they're warning signs. Our current approaches are leaving untapped collective potential, depleted talent, and a version of high performance that may be achievable in sprints but not sustainable over time.

As the Founder and Chief Vitality Officer at BrainAMPED, a leadership research firm, Sara Ross believes there's a better way: what she calls the LeadFULL™ way—a human-centered, vitality-fueling approach to leadership that helps both people and performance thrive.

Named a 2023 Woman of Influence by SUCCESS magazine and recognized among the Top 30 Motivational Speakers by Global Gurus for 2025, Sara brings nearly two decades of experience integrating behavioral sciences into her work with leaders. Her expertise lies at the intersection of organizational culture, emotional intelligence, and energy management.

Her pioneering multi-year study on workplace vitality and sustainable high performance formed the foundation of her bestselling book, *Dear Work, Something Has to Change*, establishing Sara as a fresh, thought-provoking

voice tackling today's epidemic levels of stress, disengagement, and burnout.

Grounded in research but focused on real life, Sara has become a go-to expert for organizations ranging from Microsoft, Deloitte, PepsiCo, Wells Fargo, and T-Mobile to members of the U.S. Navy, judges, surgeons, air traffic controllers, and space engineers. Her diverse experience includes working with leading healthcare systems, government agencies, global associations, universities, professional sports teams, and guest lecturing in executive leadership at Smith College. This broad perspective is why Sara is trusted by some of the most senior, technically sophisticated, and skeptical audiences.

On stage, you can count on Sara to challenge the status quo, inspire action, and embody her role as Chief Vitality Officer. With her trademark high energy, cutting-edge science, as well as humorous and relatable storytelling, Sara both inspires and provides a clear, actionable blueprint for helping both people and performance flourish.

Before founding BrainAmped, Sara spent over a decade immersed in the neuroscience of emotional intelligence and performance at a global organizational training company where she served as Vice President and Global Head of Leadership Development. She and her team led the development and delivery of award-winning leadership training programs (virtual and in-person), assessments, coaching, and accreditation offerings

designed to help leaders across the globe be at their best—even in the most complex, high-pressure moments. This background in learning and development makes her uniquely qualified to respond to the expanding needs of clients looking for interactive experiences and extended learning sessions that drive sustainable behavior change.