

SARAH ANDERSON

Sarah Anderson is the Massachusetts High Technology Council's Director of Brand Strategy and Member Development. She oversees the strategic direction of the brand and the growth of the membership base. Sarah is responsible for developing and executing strategies to enhance the brand presence of the Council, promote MassVision2050 initiatives, and coordinate member development growth strategies. She leads communications to current members and development outreach to prospective member organizations.

Prior to joining the Council as the Brand Marketing Manager, Sarah was a Field Marketing Specialist at PTC. She project-managed digital marketing programs, organized and led virtual and in-person events for key target customers, and delivered demand generation, working closely with the sales team.

Sarah earned a Bachelor of Arts degree in English with a Creative Writing Concentration from the College of the Holy Cross, where she graduated cum laude. She is a graduate of Concord Academy in Concord, MA.