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Sarah is a Senior Vice President/Principal with CannonDesign and serves as the National Health Market Strategist for the firm's Design Practice. In this role, she leads the global health strategic planning efforts—shaping long-range growth priorities, translating market intelligence into actionable strategies, and ensuring the firm's services remain aligned with emerging industry shifts. Leveraging deep insights in global healthcare trends, Sarah brings discipline and rigor to strategic decision-making, guiding the organization in prioritizing investments, differentiating capabilities, and positioning the firm to meet the evolving needs of health systems.

Sarah has an undergraduate degree in business communications and her MBA in Leadership from Queens University in Charlotte, North Carolina. She is also a Fellow with the American College of Healthcare Executives.