

## Sarah B. Clough

Vice President, Philanthropy Insights & Analytics  
Senior Consultant & Principal



Education: Cornell College, B.Mus.  
Boston University, M.S.

Residence: Iowa

### Experience

Sarah joined the firm in 2015, bringing a unique blend of expertise in philanthropy, relationship management, data analysis, process improvement, campaign and strategic planning, training, and change management. A certified Prosci Change Management Practitioner, she specializes in helping organizations navigate transformational change by developing data-driven strategies that drive sustainable fundraising growth and deepen stakeholder engagement. Sarah has partnered with more than 100 mission-driven organizations to design and implement successful million-dollar and billion-dollar initiatives. Skilled at translating ambiguous goals into actionable roadmaps within complex organizations, she has guided clients across the globe through successful capacity-building initiatives and strategic transformations. In addition to her client work, Sarah has served on Marts&Lundy's Board of Directors and is an active member of the firm's Diversity, Equity, and Inclusion Committee.

Prior to her tenure at Marts&Lundy, Sarah held roles in business development, prospect development, and grants administration. At an integrated marketing firm, she led business development for market research, partnering with institutions to enhance and refine their marketing and communications strategies with actionable insights. At the University of Iowa, Sarah performed strategic data analysis to inform fundraising strategy, fostered a culture of continuous improvement, and facilitated cross-departmental collaboration. At The Danielsen Institute at Boston University, she supported center operations and research studies, planned events, and authored grant applications and impact reports.

A frequent author and speaker at regional and national events, Sarah enjoys sharing insights on the topics of strategic decision-making, goal setting, leveraging data and artificial intelligence, change management, cross-functional collaboration, and prospecting and engagement strategies.

Committed to service beyond her professional work, Sarah is an active volunteer and has served on several boards, including the Apra Great Plains board of directors. She is a volunteer member of her local ambulance service as a nationally certified Advanced EMT and is a founding member of the service's Volunteer Association.