



SARAH GAVIN

CHIEF MARKETING & COMMUNICATIONS OFFICER

I'm a business leader whose craft is communications and marketing. I sit at the table where the company's direction gets set and bring narrative, brand, product positioning, and data together to drive how the company goes to market.

AI has rewritten the rules of this work. The problems are more complex, the pace is faster, and the companies that win will be the ones that can tell their story clearly. I've always loved that kind of problem.

CONTACT

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CORE STRENGTHS

AI Strategy & Narrative

End-to-end Communications
& Marketing Strategy

Enterprise Transformation

Product Positioning &
Competitive Intelligence

Performance Marketing &
Data-Driven Growth

Brand Strategy & Positioning

GTM Strategy & Execution

EXPERIENCE

Chief Communications Officer & Interim Chief Marketing Officer

2024 – 2026

Zendesk

- Lead a 400-person global marketing and communications organization through Zendesk's most critical AI transformation, including end-to-end ownership of brand, product marketing, campaigns, demand generation, field marketing, events, new AEO/GEO practice, analyst relations, media relations, social impact, employee communications/engagement, and more.
- Built and operationalized Zendesk's AI-first, resolution-focused narrative, clearly differentiating the company in a crowded and fast-moving AI market. Doubled the marketing-qualified AI pipeline.
- Directed integrated campaigns and ABM programs, driving qualified pipeline across digital, commercial, and enterprise segments, including growth with IT, HR, and operations buyers.
- Rebuilt the marketing-to-sales relationship through clear positioning, disciplined execution, and tighter alignment across marketing, sales, and product. The CRO described it as one of the strongest GTM partnerships he had experienced.
- Simplified and aligned a complex global organization, bringing clarity to priorities, operating models, and decision-making. Achieved measurable improvements in psychological safety (+9) and engagement (+6).
- Elevated Zendesk's presence with analysts, media, customers, influencers, and at key industry moments, shaping perception in an increasingly competitive AI and service landscape.

Head of Storytelling & Competitive Positioning, Product Marketing

2022 – 2024

Google Cloud

- Led the largest team within Google Cloud's product marketing organization, responsible for end-to-end storytelling and content strategy across AI, infrastructure, security, data, and industry solutions. Owned the global "Why Google Cloud" narrative, shaping how the company showed up across marketing, sales, executive communications, and major moments worldwide.

Crisis & Reputation
Leadership

Media, Analyst & Influencer
Strategy

Corporate Brand & Identity

C-Suite & Board Advisory

Organizational Design &
Team Building

Hiring & Growing Top Talent

Enterprise Culture &
Employee Engagement

Being a Force for Optimism
Across the Organization

LEADERSHIP

I push hard and cheer loudly.
I set a high bar and create
genuine psychological safety
so teams - mine and broadly -
can do their best work and
become partners the
business can't work without.

BOARD SERVICE

Board Chair

YMCA of Greater Seattle

\$100M annual operating
budget

RECOGNITION

Voted Best Places to Work in
Communications (Expedia
Group)

PR Week Hall of Femme
(recognizing top women in
communications) and

Featured in PRWeek,
GeekWire, Axios

Shifted market perception from a distant third to a serious enterprise
contender.

- Unified messaging across a complex product portfolio into a cohesive, customer-centric story. Partnered closely with product and GTM leadership to align positioning, roadmap storytelling, and customer value across the full lifecycle. Directed cross-functional content strategy, including messaging frameworks, executive and sales decks, thought leadership, video, and a CXO digital magazine.
- Enabled global sales teams with sales-ready content tailored to priority industries, buyer personas, and use cases, supporting consistency and deal velocity at scale.
- Led analyst and influencer content strategies, reinforcing Google Cloud's credibility and leadership in AI and enterprise technology. Activated customer stories through a repeatable system of proof deployed across marketing, media, events, and sales.

Senior Vice President, Global Communications & Corporate Brand

2011 – 2022

Expedia Group

- Built the global communications and corporate brand function from the ground up over eleven years, growing from Director to SVP reporting directly to the CEO. Managed a cross-functional global organization with over 75 direct and 120 indirect reports covering B2B partners, business, trade, and consumer media, investors, and employees.
- Served as a trusted advisor to the executive team, including three CEOs (Dara Khosrowshahi, Mark Okerstrom, Peter Kern). Drove a communications and brand strategy that contributed to a 4x increase in market capitalization and shaped the company's positioning in a global \$1.7T market landscape.
- Led the successful acquisition and integration communications for Travelocity, HomeAway/Vrbo, Orbitz, and Wotif, totaling \$8B+ over 24 months. Brought corporate and flagship brands under a single global umbrella to drive more cohesive, compelling, and efficient impact.
- Led enterprise communications through the COVID-19 pandemic, which cut revenue by 57%, shepherding 20,000+ employees through simultaneous crises of health, racial justice, and economic disruption while increasing employee engagement scores around company mission, purpose, and trust in leadership.
- Navigated the company through complex reputational issues, including the Paris terrorist attacks, immigration policy, inclusion, and a range of regulatory, legal, tax, natural disaster, and cybersecurity challenges. Built a best-in-class crisis playbook including 45+ cyber scenarios.
- Built the company's inclusion and diversity communications, engagement, and events practice. Drove a 3x increase in Expedia brand traffic by reinventing established channels, including PR, SEO, digital, influencers, partnerships, and social media.
- Voted Best Places to Work in Communications. The team decided that. Consistently achieved the highest organizational health scores among leadership, with strong retention and an inclusive employee mix.

Vice President

2006 – 2011

WE Communications (Waggener Edstrom)

Head of Channels, Digital Marketing & Communications

2000 – 2006

EnGenius Technologies