

SARAH SPRANGER

SUMMARY

Innovative Partnership Strategist with international experience and a background in building brands and driving growth in the sports performance industry. Skilled in developing strategic collaborations with brands, platforms, events, and influencers to amplify brand presence and engagement. Demonstrated expertise in creating connections and fostering mutually beneficial partnerships, leveraging creativity to craft innovative collaboration ideas and impactful campaigns.

EXPERIENCE

HYDRAPAK

Senior Partnerships & Brand Manager

2020-PRESENT

A performance hydration company dedicated to helping athletes achieve peak performance, trusted by athletes worldwide.

Strategic Brand Growth

- Develop a comprehensive strategy by becoming a subject matter expert through in-depth research with industry stakeholders, focusing on market penetration strategies and overcoming unique accessory brand challenges
- Implement strategy by product placement in specialty run stores, expanding store locations by +7% in <1 month, and increasing brand partnerships (16+ new brands in 2024), resulting in increased market share and brand awareness

Influencer & Social Partnerships

- Develop and launch Elite Athlete Program, strategically recruiting a roster of 30+ paid performance athletes, and a 40+ ambassador/influencers to create compelling content to drive engagement; reinforce the brand's as an industry leader
- Manage social and influencer team, overseeing day-to-day operations to ensure seamless execution of campaigns and social media strategies

Experiential Partnerships

- Spearhead the Sustainable Racing Initiative, collaborating with 60+ race directors to utilize branded water cups, driving HydraPak as a brand name in trail running industry
- Successfully manage full sponsorship of international word-class races; resulted in brand presence in trail running, building brand trust, and fostering brand emotional connection
- Manage a budget of \$250k annually to create activations, develop contracts for sponsorships, setting and meeting social requirements, onsite retail sales, etc.

Brand Collaborations

- Develop and execute joint campaigns with leading brands (e.g., North Face x HydraPak), including press releases, social media hype, and activations, resulting in increased brand visibility
- Design co-branded products for partners (e.g., Satisfy Running x HydraPak); resulting in international brand exposure
- Partner with brands (e.g., Dakine, Osprey, NNormal, Lifetime Fitness, REI, Patagonia, Maurten) which resulted in \$300k in savings, +\$30k in product sales and 10k new email subscribers
- Collaborate with leading industry brands (e.g., The North Face, Salomon, Adidas, Deuter) to develop tailored integrated OEM (Original Equipment Manufacturer) product lines
- Increased brand partners by +56% in < 4 years as a result of strong relationships, product development, and marketing
- Grew OEM product sales by +40% YOY from 2023 to 2024

Public Relations

- Manage relationships with contracted PR agencies to support both brand partners and HydraPak, ensuring alignment with overall marketing and communication strategies
- Coordinate targeted outreach to key media outlets, building and nurturing relationships to secure coverage for initiatives and product releases

Go-to-Market (GTM) Marketing

- Share responsibility for managing the Marketing and Sales GTM process with the Creative Director, ensuring seamless execution from planning to launch
- Spearhead the creation of essential marketing materials, including seasonal workbooks, product copy, packaging designs, sales decks, and tailored presentations for key accounts
- Plan product launch campaigns that ie in influencers and spokespeople to support launch of product that aligns with industry trends (colors, language etc)
- Plan and execute product launch campaigns, incorporating influencers to amplify reach and engagement while aligning with industry trends
- Partner with external marketing agencies for high-impact campaigns, ensuring consistency and quality in brand representation and campaign delivery

Marketing Strategic Planning

- Create and manage the yearly marketing calendar, aligning seasonal stories with key product launches to drive cohesive and timely campaigns

- Ensure all creative content, product seeding, and influencer collaborations are planned and executed in alignment with the marketing calendar
- Collaborate with influencers to amplify brand visibility and engagement around product launches and seasonal stories

BROOKS RUNNING

2013- 2017

Customer Success, Sales, & Operations Management, North America

A sports equipment company that designs high-performance men's and women's sneakers, clothing, and accessories.

- Managed a portfolio of 200+ accounts, cultivating personal relationships with 50 key clients to drive engagement
- Collaborated closely with marketing and sales teams to align strategies and achieve shared business goals
- Built strong internal partnerships with sales team and C-suite executives, fostering cross-functional collaboration
- Generated detailed activity and budget reports utilizing Salesforce to support decision-making and strategic planning

EDUCATION

LINFIELD UNIVERSITY

Bachelor of Arts (B.A) in Business Management and History

SKILLS	Operating Systems [Windows, macOS, iOS]
	Office [Microsoft Office, G-Suite]
	Project Management [Asana, ZenDesk]
	Social [Meta, Strava]
	Relationship Management [Salesforce, Grin]
	Marketing [Mailchimp, Bazaarvoice, Survey Monkey]
	Hobbies [Marathons, Ultra Marathons]