

# Sarah Marder

## SOCIAL IMPACT STORYTELLER

### PROFILE

An ex-corporate communicator and CSR manager who now uses creativity to promote social change. Sarah has lived in Italy since 1988. After 22 years with Citigroup, Sarah left the bank in 2008 and dedicated herself to developing filmmaking skills as a powerful tool for sharing ideas and motivating people to change. She believes our current societal paradigm is carrying mankind toward grave harm and seeks to contribute to the emergence of a new narrative, respectful of life and all that sustains us. We can imagine, design and co-create a better future.

### EXPERIENCE

#### **BOARD MEMBER, FONDAZIONE MATRICE** 2022 - PRESENT

Sarah is responsible for Community Engagement projects to help community members reflect on desirable futures for their places and how to move in that direction recognizing the symbiotic relationship between man and place, thus by fostering the health of our social and physical environments, we foster our own as well.

#### **INTENTIONAL CREATIVITY INSTRUCTOR, MUSEA** 2021

To increase her creative tools and capabilities, Sarah underwent certification training as an Intentional Creativity instructor. This approach has provided her a framework and techniques that encourage others to find and cultivate their own creativity, often latent.

#### **FOUNDER AND PRESIDENT, WISE PLACES** 2017 - 2022

Sarah founded this Italian NGO to produce contents (also for third parties) that encourage all of us to become active in restoring planetary health, starting from where we are. As a form of capacity building, she taught non-profits how to increase their storytelling skills. She also realized observational documentaries on non-profit projects to provide an outside perspective and feedback on project progress.

#### **DIRECTOR, THE GENIUS OF A PLACE** 2009 - 2017

Sarah dedicated eight years of intermittent work to complete her first feature-length documentary, THE GENIUS OF A PLACE, a reflection on the fragility of places in the modern world. Set in Cortona, the town launched to fame by "Under the Tuscan Sun", showing how places can become victims of their own success. Sarah interviewed dozens of thoughtful locals and also a handful of celebrities such as Jeremy Irons and Sir Anthony Hopkins, to raise awareness about the fragility of places and to inspire viewers to take care of wherever they happen to be.

#### **CITIGROUP** NYC AND MILAN 1986-2008

During her 22 years with Citigroup, first in New York and then in Milan, Italy, Sarah held a variety of managerial roles, ranging from Chief of Staff to the Italian Country Head to Director of Corporate and Community Affairs for Citigroup Italy. She also headed up HR and Diversity Communications for Citi's EMEA Region (Europe, Middle East and Africa).

### EDUCATION

#### **GEORGETOWN UNIVERSITY, WASHINGTON, D.C.** — 1982 - 1986

School of Foreign Service, B.S. in International Relations cum laude

#### **INSTITUT D'ÉTUDES POLITIQUES, PARIS, FRANCE** 1984 - 1985

### SKILLS AND AREAS OF INTEREST

Participative approaches, social impact creativity, directing documentary films, environmental awareness raising, storytelling, regenerative approaches.