

# SARAH GOEHRKE

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## HIGHLIGHTS

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- Highly networked and well-regarded expert in additive manufacturing / Industry 4.0
- Skilled and in-demand creative and technical written content creator
- Entrepreneurial and empathetic leader comfortable heading projects in fast-paced environments
- Experienced mentor/manager/motivator dedicated to industry diversity and sustainability

## EXPERIENCE

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### Additive Integrity LLC

*Founder: July 2018-Present*

Independent additive manufacturing-focused contract services provider focused exclusively on grounded acceleration of industrial 3D printing through client-specific content, events, and strategy development.

- Select consulting clients have included 3D Control Systems, 3DQue, AlphaSTAR, AM Ventures, America Makes, AMGTA, Aniwaa, ASME, ASTM, Aextra3D, BigRep, Danish AM Hub, Empire Group, EOS, Harbec, Holo, Lanterman Group, Materialise, Modix, Origin, Phase3D, polySpectra, PrintFoam, Protolabs, Shapeways, Siemens, Siraya Tech, VELO3D, Xtellar
- Media clients have included, among others, Engineering.com, Forbes.com, VoxelMatters (3D Printing Media Network), All3DP, Metrix (ASME)
- Speaking engagements have included keynotes, presentations, and panels at in-person events including International Symposium of Additive Manufacturing Taiwan, NE Ohio AM Cluster, RAPID + TCT, Formnext, Additive Manufacturing Strategies; invited panelist appearances with GKN Additive, HP, and Markforged; virtual panel moderating for companies including EOS, Fortify, HP, MakerBot, PostProcess Industries, and XponentialWorks; numerous podcasts
- Contract-based work has required commitment to building and maintaining strong business relationships, negotiating terms and deadlines, and ensuring integrity of deliverables and IP

### Nexa3D Inc.

*Senior Director, Strategic Communications and Ecosystems: October 2021-August 2022*

Focused within the team on aligning internal strategies with external communications, as well as providing strategic direction for industry-wide collaboration, workforce development, and efforts in diversity and sustainability. Headed Nexa3D's involvement in trade organizations, crafted messaging, and developed communications approaches.

- Headed organizational membership in Women in 3D Printing (Wi3DP), the Additive Manufacturer Green Trade Association (AMGTA), the Additive Manufacturing Coalition
- Led sustainability work through partnership with ForestNation to establish the Nexa3D Forest in Tanzania, planting trees for employees and for printers sold
- Represented Nexa3D as a speaker regarding initiatives at virtual and live industry events
- Led industry-wide Together We Are Strong silent auction to support Ukraine at RAPID + TCT, coordinated with participating companies and event organizers, ultimately raising \$54,705
- Led internal investment in and training on diversity, equity, and inclusion (DEI) working in tandem with HR and executive leadership
- Managed 3D Printing Nerd contract for influencer video content upon new product release, including filming at Formnext (Frankfurt), Nexa3D headquarters, and on-site in LA user location

## **Fabbaloo**

*Managing Editor: August 2018-July 2021*

Led daily content operations for one of the longest-running 3D printing industry media resources. Part of a small team dedicated to providing analysis and commentary on news and trends in additive manufacturing, working virtually with colleagues in Canada. Via contract with Additive Integrity.

- Headed sourcing, editing, and publishing of 25+ articles weekly
- Spearheaded migration from Squarespace to WordPress hosting site
- Built publication's first sponsored content offerings
- Grew readership, newsletter subscriptions, and social media followers by double digits
- Frequent travel to OEM and service provider sites, and industry and networking events, pivoting to virtual events and meetings as necessary to remain in regular direct contact

## **3DPrint.com**

*Editor-in-Chief: September 2015-June 2018*

Headed daily content operations for one of the world's most-read 3D printing news sites, with daily readership of approximately 25,000 and daily newsletter reach of over 22,000 subscribers.

- Directly managed team of 2-5 full-time and 10+ freelance writers
- Edited and published 10-12 articles daily in WordPress platform
- Managed social sharing across platforms with combined reach of more than 550,000 followers
- Headed sponsored content execution and relationship management
- Attended global events and established relationships with leading AM companies worldwide
- Promoted from Staff Editor/Writer (2014- 2015) upon site acquisition; second full-time employee

## **The Freedonia Group, Inc.**

*Lead Copy Editor: October 2008-October 2014*

Edited off-the-shelf industrial studies for market research: proofed historical, base, and forecast numbers and edited content for accuracy and relevance in US, China, and global industry studies. Aided in departmental interviewing and onboarding of new candidates and helped develop mentorship program.

- Managed editorial flow and tracked project progress department-wide, reporting to VP and CEO
- *Industry Analyst* (2010-2013): Researched, wrote, and published nine off-the-shelf reports forecasting for US markets for various chemical, health, and durable goods industries

## **ADDITIONAL EXPERIENCE AND EDUCATION**

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2022-Present	<b>Advisory Board, Additive Manufacturing Coalition:</b> Offering support and guidance to policy-related matters for US national growth of 3D printing applications and businesses
2023	<b>Certificate:</b> Fundamentals of Digital Marketing, Google Digital Garage
2018-2023	<b>Board of Directors, Women in 3D Printing:</b> Originated Board of Directors; led Wi3DP DEI efforts and created Diversity for Additive Manufacturing industry reports
2020-2022	<b>TIPE 3D Printing Conference:</b> Conference originator and original Executive Committee; People track moderator, 2020-2023
2021	<b>Certificate:</b> Diversity and Inclusion for HR, eCornell
2003-Present	<b>Actor:</b> various local theatres and Renaissance festivals
2012-Present	<b>Ordained Wedding Officiant:</b> State of Ohio
2014-2019	<b>Freelance Fiction Editor:</b> Freelance Developmental Content Editor, Ellora's Cave, Inc., 2014-2016; Freelance Copy Editor, Kensington Publishing, 2016-2019
2007-2008	<b>Receptionist / Accounts Receivable:</b> Pressure Components, Inc.: Customer assistance; daily A/R upkeep and deposits; file and records upkeep; office supply orders
2007	<b>BA, Summa Cum Laude:</b> English, Theatre; minor in Spanish: Muskingum College