

SARAH GOEHRKE

Sarah3DP@gmail.com

HIGHLIGHTS

- Highly networked and well-regarded expert in additive manufacturing
- Experienced mentor/manager/motivator dedicated to industry diversity and sustainability
- Frequent speaker at virtual and global 3D printing industry events
- Skilled and in-demand creative and technical content creator
- Entrepreneurial and empathetic leader comfortable heading projects in changing environments

EXPERIENCE

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.

- Established two primary contracts as the Director of DEI Initiatives at Women in 3D Printing (2021) and as the Managing Editor at Fabbaloo (2018-2021)
- Content and/or consulting clients (2018-2021; 2022) included, among others, 3D Control Systems, 3D Printing Media Network, All3DP, AlphaSTAR, AM Ventures Aniwaa, BigRep, Danish AM Hub, Empire Group, EOS, Forbes.com, Harbec, Holo, Materialise, Metrix (ASME), Origin, polySpectra, Protolabs, Shapeways, Siemens, Sustainable Brands, and VELO3D
- Speaking engagements have included keynotes from Taiwan to Akron (NE Ohio AM Cluster); panelist appearances with GKN Additive, HP, and Markforged; virtual panel moderating for companies including EOS, Fortify, HP, MakerBot, and XponentialWorks
- Contract-based work has required commitment to building and maintaining strong business relationships, negotiating terms and deadlines, and ensuring integrity of deliverables and IP

Women in 3D Printing

Board of Directors: July 2018-Present

Wi3DP has grown from a blog in 2014 to a registered 501(c)3 non-profit as of December 2018 to now comprising 23,000+ diverse members as well as 75+ local chapters in 35+ countries. The Board offers direction to an increasingly global organization with a widening variety of programming and participants.

- Member of inaugural Wi3DP Board, which has expanded since 2018
- Introduced and led the Diversity for Additive Manufacturing reports, beginning 2018
- Respond to feedback from Wi3DP leaders, Board of Advisors, and members across the globe

Head of DEI: May 2021-Present

Diversity, Equity, and Inclusion allows Wi3DP to expand from the foundational focus of gender parity within the 3D printing industry to create resources to support an industry more reflective of the world in which it operates. This new initiative within the Wi3DP organization focuses on developing and providing resources to make DEI accessible, understandable, and actionable.

- Create and lead teams to develop DEI data and resources for the AM industry
- Partner with companies and event organizers to develop inclusive strategies and policies
- Coordinate development of benchmark data, industry surveys, reports, virtual panels, and other freely accessible and actionable information
- Communicate efforts and business cases for DEI across the AM industry

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 Stronger Together 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, Nexa3D headquarters, and on-site in LA user location

Fabbaloo

Managing Editor: August 2018-July 2021

Led daily content operations for one of the internet's longest-running 3D printing industry 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 on WordPress platform
- Built publication's first sponsored content offerings
- Focused on growth, industry relationships, deep dive interviews, value-driven journalism
- 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

- 2022-Present **Advisory Board, Additive Manufacturing Coalition:** Member of the first Board of Advisors for the Additive Manufacturing Coalition
- 2020-2022 **Executive Committee, TIPE 3D Printing Conference:** Part of the leadership team organizing the first all-female-speakers agenda event for the 3D printing industry. **People track leader/moderator** 2020, 2021: vetted, scheduled, and onboarded 50+ speakers; moderated entire People track plus several keynote panels; **People track moderator** 2023, moderating North American time zone track presentations
- 2021 **Certificate:** Diversity and Inclusion for HR, eCornell
- 2005-Present **Actor:** various local theatres and Renaissance festivals
- 2012-Present **Ordained Wedding Officiant:** State of Ohio
- 2014-2019 **Freelance Fiction Editor:** Freelance Developmental Content Editor, Ellora's Cave, Inc., 2014-2016; Freelance Copy Editor, Kensington Publishing, 2016-2019
- 2007-2008 **Receptionist / Accounts Receivable:** Pressure Components, Inc.: Customer assistance; daily A/R upkeep and deposits; file and records upkeep; office supply orders
- 2007 **BA, Summa Cum Laude:** English, Theatre; minor in Spanish: Muskingum College