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## SPOKESPERSON BIO

### Sarah Dillon Head GoGirl and Founder

Sarah's 20-year background in corporate America and as a small business owner has provided the experience to bring GoGirl to the U.S. and international markets.

Prior to developing GoGirl, Sarah founded Dillon Research, a firm providing research and business development consulting services for business-to-business and consumer clients. While doing research for her clients she discovered the valuable ability to analyze market behavior and develop brands. A decade-long stint as a corporate buyer and project manager for Musicland Corporation has provided invaluable experience for running effective project teams.

In real life Sarah is a soccer mom from Minnesota and is originally an Iowa girl. Her passion is a mix of business and family — she has two busy teenagers, a hubby, two big dogs and two cats. As you'd guess, she leads an active lifestyle, too. When not at home or soccer games, you'll find her hiking through northern Wisconsin forests or cruising Minnesota's 10,000 lakes. On a personal, note she's a Keith Urban fan, a long-time Ellen Degeneres fan, and loves her Judge Judy every day on the DVR.

