

Sarah Lary

SALES ASSOCIATE

Sarah Lary has a decade of stellar experience in strategic marketing, event production and executive communications. Called a “communications triple threat”, she has the unique ability to conceptualize campaigns from events to marketing to PR while working with executive teams and using sharp writing skills to drive those campaigns to ground.

Currently, Sarah works on a myriad of fronts at Gail Davis & Associates. She works closely with corporate clients to find the right speakers to achieve their goals, GDA’s strategic communications and PSR as well as coaches speakers hone their skills. She is also leads creative production for several GDA client events ranging from annual leadership meetings to sales kick-offs.

Sarah honed her skills while working at technology giant, EDS (Electronic Data Systems) moving from media relations to executive speechwriting and eventually producing the company’s global sales conference and spearheading sponsor communications for the EDS Byron Nelson Championship, a PGA TOUR event. In those roles, she worked with senior leadership to bring their visions to life while working with internal teams to ensure that the messaging would touch every key stakeholder – from employees to shareholders.

Prior to joining EDS, Sarah was a senior associate at Spaeth Communications, the public affairs, PR and executive coaching firm led by President Reagan’s former communications office leader, Merrie Spaeth. Ms. Spaeth mentored Sarah – and she credits Spaeth with giving her the opportunity to work on headline-grabbing campaigns, including the nation’s largest food recall and other national public affairs campaigns. Sarah was awarded the International Association of Business Communicators Silver Quill for Issues Management and was twice awarded the Texas Public Relations Association Silver Spur for crisis communications.

She is a graduate of Texas A&M University. Her viewpoints on communications have been published in Public Relations Tactics and a chapter on the “Glamour and Grunt Work” of communications for a University of Missouri School of Journalism textbook.

Sarah lives in Dallas with her husband and son. And when she is not working with clients, writing or strategizing, she can be found reading a book or chasing around a toddler ... which makes those quite incompatible hobbies.