



Sarah Rice

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Sarah's Credentials

Sarah has an Honours degree in Educational Drama from UCT, which has proven surprisingly valuable throughout her career.

This background in storytelling and narrative led her to start her first business, a technology-focused PR agency. She then led a go-to-market strategy agency for tech startups before stepping into the Chief People Officer role at Skynamo.

In her 25 years in the industry, she's worked with over 100 CEOs and business leaders, gathering deep insights into what drives success and failure.

Her client list includes Gartner, Cisco Systems, SweepSouth, Mxit, 22Seven, nClose, Skynamo, Wyzetalk, BrightRock, Entersekt, Allan Gray Orbis Foundation, Clickatell and Teraco. Plus plenty more that have been acquired, renamed, or vanished into the ether (ask her about those stories over coffee).

About Sarah

Sarah's experience as a business owner, communications strategist, PeopleOps leader and Exco member gives her unusual insights into solving business challenges.

Her domain experience is primarily in technology startups and scaleups, though she's also worked with creative agencies, NGOs and financial institutions. (She once ran the ANC's digital PR campaign during the 2009 elections - that's a story worth asking about.)

Sarah's philosophy centres on two key principles: every business problem is fundamentally a people problem, and every people problem is a system failure. Whether addressing sales pipeline issues, development delays, warehouse efficiency, or financial reporting accuracy, she focuses on understanding and optimizing the underlying systems that drive human behaviour.

How Sarah can help your business

You know when you're facing a persistent business challenge but can't pinpoint why? Like struggling to hire women engineers, your product team doing everything right yet delivering slowly, or co-founders disagreeing on strategy.

That's where Sarah can help. Leveraging her diverse industry experience and systemic, psycho-dynamic approach, she guides leadership teams beyond surface issues to uncover foundational, often hidden, organisational challenges.

Sarah brings empathy, humour, and an unwavering commitment to clarity and action, empowering teams to identify what's really happening at their core, and confidently move toward effective, lasting solutions. One of her mottos is "Only new mistakes"—if you're going to fail, do it once, learn thoroughly, then move on to new and interesting ones.



Build your business with
clarity and **confidence.**



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