

Sara Sanford

Executive Director of GEN,
Faculty Member at University of Washington School of Information



As the Executive Director of GEN [Gender Equity Network], architect behind the GEN Certification, and faculty member at the University of Washington's School of Information, Sara Sanford works at the intersection of equity, data, business development, and social change.

Sara's track record of implementing **evidence-backed solutions** includes pioneering inclusion initiatives in the financial services industry, launching an international nonprofit to support rural education, and working with foundations to foster cultural competence in Washington State's K-12 schools.

Sara founded GEN to help businesses go beyond good intentions by identifying the cultural levers they can adjust to counter the impact of bias. With a focus on changing mechanics, rather than mindsets, she launched the GEN

Certification to give businesses the tools they need to be equity centered.

Link to GEN: <https://thinkgen.org/what-is-gen>

Link to Sara's viral TEDx Talk:

https://www.ted.com/talks/sara_sanford_how_to_design_gender_bias_out_of_your_workplace