

## Contact

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[www.alchemycomms.com](http://www.alchemycomms.com)  
(Company)

## Top Skills

Corporate Communications  
Corporate Social Responsibility  
Leadership

# Sara Moorehead

End-of-Life Doula, Self Employed; Retired Strategic Communications Leader

Greater Seattle Area

## Summary

Experienced leader with a demonstrated history of working in the management consulting industry. Strong professional skilled in Strategic Communications, Leader Coaching, People Engagement, Change Management, Crisis Management/Crisis Communications, and Corporate Social Responsibility.

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## Experience

### Self Employed

End-of-Life Doula

March 2020 - Present (3 years 1 month)

End-of-Life Doulas provide emotional, spiritual, and physical support at an intensely personal and crucial time. We assist people in finding meaning, creating legacy, and planning for how the last days will unfold, asking the question, "What do you need to die in peace?" We also guide and support loved ones through the last days of life and ease the suffering of grief in its early stages.

### Recompose (<https://www.recompose.life>)

Member Board of Directors

June 2018 - Present (4 years 10 months)

Seattle, Washington, United States

Recompose offers an alternative choice to cremation and conventional burial methods, using natural organic reduction to gently convert human remains into soil, so that we can nourish new life after we die.

### IslandWood

Member Board of Directors

September 2016 - Present (6 years 7 months)

Bainbridge

IslandWood is a unique environmental education center that opens the door to nature for thousands of children, educators and families in our community. From a 255-acre forested campus on Bainbridge Island that serves 4th &

5th grade classrooms and their teachers as well as grad students pursuing a certificate in Environmental Education, to in-city programs that connect kids to natural-world discoveries in their own communities, to running the education center at Brightwater wastewater treatment plant, IslandWood provides hands-on learning experiences that open up a world of wonder and possibilities for those it serves.

## Alchemy Communications

Chief alchemist

August 2011 - Present (11 years 8 months)

Seattle Washington

The art and science of change communications.

We believe that meaningful communications are required for meaningful growth and change.

Change on any level – from organizational evolution, to reputational issues, to mass change initiatives, to individual growth – depends on knowing the essential elements: where you are going and who it is you need to bring through the transformation.

Whether customers, employees, managers, leaders, or the public, Alchemy Communications approaches strategic communications from the audience perspective to make certain you get the buy-in you need for success.

## BECU

SVP Co-Operative Affairs (retired)

March 2013 - April 2019 (6 years 2 months)

Tukwila WA

BECU is a not-for-profit, member-owned credit union that continues to live the cooperative spirit of "people helping people" with a major focus on the financial well-being of our members and communities. In this role, I lead the team charged with building BECU's overall reputation, strategic communications, community outreach and engagement, philanthropy, sustainability and financial health.

## Habitat for Humanity Seattle - King County

Member Board of Directors

September 2015 - March 2019 (3 years 7 months)

Seattle

Habitat for Humanity Seattle-King County is a community-based, volunteer driven low-income housing developer. Through its unique model of no-interest, no-profit loans and self-help homeownership, Habitat generates homeownership opportunities, or opportunities for home repair, for low and very-low income households. Through its unique model of no-interest, no-profit loans and self-help homeownership, Habitat generates homeownership opportunities, or opportunities for home repair, for low and very-low income households.

Barclays (independent contractor)  
Media relations / consultant  
August 2010 - October 2011 (1 year 3 months)

REI  
Corporate Communications Manager  
May 2009 - July 2010 (1 year 3 months)

Barclays Bank PLC  
Director of Communications and Corporate Affairs, UKRB; Global Corporate Responsibility  
October 2007 - April 2009 (1 year 7 months)

Barclays Bank PLC  
Director of Corporate Affairs, Global Retail and Commercial Banking  
2007 - 2007 (less than a year)

Washington Mutual  
SVP - IC and Communications Partners  
2003 - 2005 (2 years)

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## Education

Whitman College  
BA, Psychology · (1975 - 1979)

University of Cambridge  
Executive Management · (2008 - 2008)

Stanford University Graduate School of Business  
Strategic Innovation

