



### **Sandra Beaton, Founder and CEO Beaton Global Connections**

She is Founder and CEO of a unique bi-lingual (Spanish), woman-owned consulting firm, Beaton Global Connections, based in Northern CA. Her mission, vision and values are aligned to make a difference and support authentic impact on a global, national or local scale. We drive results in both for profit and non-profit organizations based on innovative and strategic approaches. Her expertise incorporates driving significant revenue and brand growth, with simultaneous improvements in economic, social justice, and environmental issues.

***“On the Beaton path”***, we walk together, collaborate and focus to achieve new levels of success. We lead growth with a wide range of clients for strategic planning and partnerships, business development, brand development, corporate philanthropy and social responsibility (triple bottom line results) and customized programs and promotions. Her success has been driven by a deep passion for helping others achieve their goals, developing authentic relationships which result in new business, and creating strategic and effective multi-stakeholder partnerships. She has experience working in the Food and Beverage, Wholesale/Retail, Hospitality/Tourism, Wine and Spirits and Technology industries.

Striving for key opportunities to leverage relationships and business to transform lives for improved social justice, fairness and improved quality of life is the optimal situation. At Fair Trade USA, the organization achieved the **#1 ranked position of 21 global country initiatives** reaching **\$1B** in national revenue for over 6,000 Fair Trade Certified products resulting from tenacious teamwork by leadership and a new Department initiated by Ms. Beaton. This represented a **47%** increase in income to farmers globally in 7 agricultural categories, a **68%** increase in revenue and a **12-28%** in consumer brand awareness for the organization. As a result of her achievement to close Wal-Mart/Sam’s Club, Costco and McDonald’s Corp. as industry and game-changing new clients, Fair Trade USA secured national press coverage in the **NY Times, Oprah’s O, the front cover of Fortune and Fast Company, and the Social Capitalist Award** for the 4<sup>th</sup> consecutive year.

Prior to initiating her consulting firm, she achieved success for 20+ years in Business Development and Marketing roles for major Consumer Packaged Goods companies such as Diageo, Clorox, Ocean Spray Cranberries, and Fair Trade USA, a 501 (c) 3 Non-profit in Oakland, CA .

Sandra holds a B.S. degree in Business Administration/Marketing and Spanish from University of IL, completed the Executive Program in Global Leadership at Thunderbird School of Global Management in AZ, and a Sustainability Program at the Leadership Institute for Ecology and the Economy in Sonoma County, CA. She studied in Seville, Spain and has travelled Central and Latin America, Europe, Australia and New Zealand. She is originally from Chicago, IL and resides in Sausalito, CA.

A commitment to giving back to the community has always been critical. Sandra has supported on multiple levels organizations such as 100 Marin, San Francisco Hispanic Chambers of Commerce, Big Sisters of America, Golden Gate Opera, Bay Area Green Tours and Los Cien.