



**Sara L. Opie**

***Director of Communications and Marketing, Iowa Medical Society***

Sara Opie excels in crafting strategic communications that engage audiences and drive results. Her background encompasses roles in corporate communications, public relations, and small business ownership, showcasing adaptability and skill in diverse environments.

In her current role as Director of Communications and Marketing at the Iowa Medical Society (IMS), Sara leads the communications team to drive readership, engagement, and participation among 6,000 members of the oldest and largest medical association in Iowa. She oversees creation and development of all communications and marketing efforts for IMS' events, website, quarterly magazine, digital news, social channels, and executive communications.

Prior to joining IMS, Sara worked in corporate communications at Wells Fargo where she provided executive communications support for the CFO and Treasurer. In her seven years at Wells Fargo, she wrote employee messages, created editorial strategies, and orchestrated all elements of c-suite town halls. She also provided communications support for the national sales manager of Wells Fargo Home Lending,

As a small business owner, Sara led strategic communication efforts for the City of Indianola and local public school districts. Her involvement in five bond referendum campaigns resulted in the successful passage of all five with a majority of stakeholders voting yes.

Perhaps her crowning achievement at a young age was working for two years in the West Wing of the White House as part of the communications team for President George H.W. Bush.

A graduate of Iowa State University with a degree in Broadcast Journalism and minor in Political Science, Sara remains involved in her community through volunteerism on political campaigns and with non-profit charity events.

