

Sarah Johnson Dobek
President & Founder

As the founder and leader of Inovautus Consulting, Sarah has lives her passion by developing strategies, programs and training designed to help accounting firms grow faster and in the right direction. Sarah’s ability to understand where an organization is starting from, matched with her disciplined approach to best practices, drives results for firms and helps them to evolve.

During her years as director of Marketing for a Chicago-based accounting firm and the Director of Consulting Services at PDI Global, Sarah learned the nuts and bolts of public accounting firms and the importance of having marketing and management strategies aligned to achieve growth. Sarah’s intuition for marketing, love of “light-bulb” moments and entrepreneurial spirit gave her the confidence to pursue her dream and she’s been leading the charge ever since. Her unique background in operations, marketing and digital media allows her to deliver insightful, practical advice that guides organizations down the right path for achieving the growth they desire.

In a profession where relationships, methodology and planning define success, Sarah stands out as a strategic resource to firms by objectively assessing growth strategies and programs and developing and guiding the execution of practical marketing and business development plans.

Inovautus Consulting

Inovautus Consulting was founded on the belief that growing an energetic professional services firm takes more than just great marketing and effective business development, it also requires great people. The Inovautus team works with many types of firms to not only build great marketing and strategy plans, but to also hire, train and retain the right key talent.

Speaking & Publications

Sarah is a sought-after speaker for conferences, board meetings and professional service associations. Sarah also contributes to articles appearing throughout the profession, including Accounting Today, CPA Society publications, the AICPA Journal and CPA Practice Advisor.

Having been named in 2016, 2014 and 2013, as a “Top 100 Most Influential Person” by Accounting Today, Sarah is without a doubt glued into the profession. Living and breathing her craft, she’s also a member of the Association for Accounting Marketing (AAM) and current President of the CPA Consultants Alliance (CPACA).

Connect with Sarah

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