

Sarah Pavlou BA(Hons): Sarah's creative ideas were expressed early in life as a team player in various associations connected to the arts. For twenty years in the retail industry, Sarah has worked with blue chip companies both in the UK and internationally investing in People Management and Development, Store Openings and Franchising.



Her most recent position as CEO of Hamleys Cyprus (Brand Manager) was the second of 2 major International brands she launched in the Cyprus market.

This was a turning point in Sarah's career. With her 360 degree experience in the Retail and Services industry and her passion for investing in people, Sarah made the decision to work as an Independent Business Development Consultant, specialising in Retail (The 3R Experience) which supports companies worldwide in business development, global expansion (franchising), marketing and sales as well as tailored training programs in Customer Experience, Marketing out of the Box & Managing People Effectively.

Reaching out, meeting new people and investing in the future of others inspired Sarah to partner with Eleni Demosthenous and launch the non profit organisation IWIB – International Women in Business, to connect women worldwide in business both online and offline supporting their efforts to become the very best they can be both personally and professionally.

With over 1000 members from Europe, USA, Canada, Asia& MENA regions, there are no borders or barriers to the opportunities available at IWIB. It is simply a matter of being connected, being part of a global team and creating valuable relationships worldwide. As we say at IWIB, « Together everyone achieves more making it an exciting world for women in business!»

Sarah has been married to her Cypriot husband for 9 years and has two toddler boys to whom she reads stories, some of which she writes.

Sarah Pavlou
President

IWIB

International Women in Business

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Finalist for British Business Woman of the Year Award- Cyprus 2013