The difference between a business that grows and one that grows well is often found in its operations.

Behind sustainable growth are clear structures, capable people, effective processes and leaders with the space to focus on what comes next.
Sarah Whitelaw works with ambitious businesses to strengthen those foundations and turn strategic intent into operational reality.

With over 16 years working at the heart of financial services and support businesses serving the wealth management sector and specialist lending, sitting in senior leadership and operational roles for more than nine years. Her career has been built inside fast-moving, high-growth environments where structure, clarity, and delivery matter and where getting it wrong has real consequences.

BUSINESS AND OPERATIONS MANAGEMENT NETWORK™
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STANDARDS INTERNATIONAL®

SARAH WHITELAW

Consultant, Coach, Trainer & Assessor

Throughout her career, Sarah has led complex change programmes, overseen technology procurement and systems implementations, supported business strategy, guided leadership teams through periods of transition and M&A activity, and built operational frameworks that enable sustainable growth without compromising culture.

Her experience spans business strategy, technology procurement and delivery, HR policy and process development, risk and compliance management, marketing and brand strategy, underpinned by a strong focus on people development, operational excellence and internal communications.

Sarah is a trusted operator, a calm presence in complexity, and a leader who understands that operational excellence is not about control, it's about creating clarity, consistency, capability, and alignment between strategy and delivery.

TOGETHER, WE CAN;

- Strengthen operational leadership and delivery
- Build joined-up, scalable operating models
- Create clarity across people, process, and technology
- Support sustainable growth from the inside out