


Senior Managers

Sara Rowan, Senior Director, Girl Experience



Sara has been a part of the Girl Scouts of Central and Western Massachusetts since 2012 when she began as Product Program Manager and then transitioned to Senior Director, Girl Experience. In this capacity, Sara is responsible for all girl activities including programs, camps, and product programs. Sara's background is in product and brand management where she has over 20 years' experience from roles at Timex Corporation, Yankee Candle Company, Kanzaki Specialty Papers and most recently at Pioneer Nutritional Formulas as Director of Marketing and Brand Manager. Sara has an MBA from the Isenberg School of Management at the University of Massachusetts, Amherst and an undergraduate degree in government from Smith College.



Building girls of
courage, confidence,
and character,
who make the world
a better place.
