

Influential Women Distinguishes Sarah E. Robertson For Helping CEOs Transform People Potential Into Business Performance

APPLETON, WI, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Founder of Stable Ascent Combines Executive Coaching, Leadership Development, and Business Strategy to Help Organizations Strengthen People, Productivity, and Profitability

Appleton, Wisconsin — Sarah E. Robertson is a dynamic executive performance advisor, business coach, and Founder of Stable Ascent, where she partners with CEOs and entrepreneurs to maximize people potential, productivity, and profitability. A U.S. Air Force veteran and self-described “CEO whisperer,” Sarah brings more than two decades of leadership experience spanning financial institutions, manufacturing, aviation, and construction. Her work focuses on bridging human capital strategy with business performance, helping organizations strengthen leadership, develop people, and create sustainable growth.



Sarah’s career has been shaped by a combination of military service, executive leadership, business experience, and a deep commitment to helping people reach their highest potential. She began her professional journey in the U.S. Air Force as a communications and networking specialist before transitioning into banking. Her experience in financial services ultimately led her to become one of the youngest female CEOs of a financial institution in Wisconsin.

She later led Miller Electric Credit Union through significant growth and a successful merger, gaining firsthand experience navigating organizational change, leadership challenges, and complex business decisions. These experiences helped shape the leadership philosophy she continues to carry into her work today: “Collaboration = High Trust + Low Ego.”

Since founding her firm in 2009, originally known as The Enthusiastic Executive, Sarah has worked as a fractional C-suite leader, executive coach, business coach, and strategic advisor. Through Stable Ascent, she works with CEOs and entrepreneurs who are navigating people challenges, organizational growth, and the demands of leading a successful business.

Sarah describes herself as a “CEO whisperer” because of her ability to help leaders work through people issues while keeping business performance in focus. Her unique background combines financial and operational leadership with extensive experience in people development, allowing her to approach organizational challenges from both sides of the equation.

Her work is grounded in the belief that people are a company’s greatest asset when they are properly supported, developed, and positioned to succeed. She brings together emotional intelligence and operational strategy to help leaders build high-trust environments, improve productivity, and create cultures where employees and organizations can thrive.

Sarah attributes much of her success to failing forward and intentionally developing resilience. Her experiences with different forms of trauma, including surviving breast cancer, taught her that there are few limitations she cannot work through. That perspective has strengthened her ability to face challenges with determination and continue moving forward.

She was raised by late-stage baby boomer bankers, and banking initially became the foundation of her career path. Over time, however, her professional journey evolved toward her passion for small business and helping other CEOs be heard and seen as they work through people-related challenges. Today, she is energized by helping business leaders reach their highest potential while helping their companies perform at their best.

For Sarah, success is not simply about financial results. She believes sustainable profitability happens when organizations do what is right by their people. By addressing leadership, communication, culture, and employee development, she helps companies create stronger foundations for long-term performance.

Sarah encourages young women entering her industry to embrace obstacles and remember that every day provides an opportunity to begin again and reprioritize. She recommends applying an 80/20 approach to each day, focusing the most important portion of their time on the three priorities that will have the greatest impact on their company.

She also encourages women to intentionally block time on their calendars to accomplish important goals while making sure to take care of themselves personally. For Sarah, professional success should not require sacrificing health, relationships, or personal well-being.

“If there’s anything I can do to help other people learn to embrace a 40-hour work week instead of a 60-hour work week, I think that’s a big deal,” Sarah emphasizes.

Her approach to life is equally intentional. Sarah is a strong believer in the principles outlined in Atomic Habits by James Clear and incorporates specific morning and evening habits into her daily routine. She reverse engineers her goals across 90-day, 30-day, weekly, and daily timeframes and uses time blocking to remain focused on what matters most.

That intentionality extends beyond her professional responsibilities. Sarah makes time for her husband, fishing, her health, and prayer and reflection in the morning. Her experience as a breast cancer survivor reinforced the importance of taking care of herself and maintaining perspective about what truly matters.

For Sarah, the goal is not simply to accomplish more. It is to live and work with purpose, remain focused on the right priorities, and help others do the same. She believes that when people operate for the right reasons and continue looking for ways to help others, they can build businesses and lives that allow everyone to sleep well at night.

Throughout her career, Sarah has remained committed to learning, resilience, authenticity, and people-centered leadership. Her experiences as a military professional, banking executive, entrepreneur, coach, and business advisor have given her a broad perspective on what it takes to lead organizations through both opportunity and adversity.

Whether guiding CEOs through complex transitions, helping entrepreneurs address people challenges, or coaching leaders toward greater effectiveness, Sarah continues to focus on the intersection of people and performance. Through Stable Ascent, she remains dedicated to helping organizations unlock the potential of their people, strengthen their businesses, and create environments where both performance and purpose can thrive.

Learn More about Sarah E. Robertson:

Through her Influential Women profile, <https://influentialwomen.com/connect/Sarah-Robertson> or through her profile on Stable Ascent, <https://www.stableascent.com/services-2>

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