Influential Women Features Sarah Ghirardo: Advancing AI-Driven Growth And Leadership Across The Skilled Trades

PLEASANTON, CA, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- A Marketing and Product Leader Uses Innovation, Community, and Human-Centered Leadership to Help Businesses Thrive



Pleasanton, California – Sarah Ghirardo is an award-winning marketing and product leader whose more than two decades of experience have positioned her at the forefront of growth, innovation, and technology across home services, SaaS, and the broader technology landscape. As Director of Marketing Pro at ServiceTitan, Sarah leads initiatives where artificial intelligence, data, marketing, and contractor success intersect, helping businesses uncover new opportunities for revenue growth, automation, customer engagement, and operational efficiency.

Her career reflects an ability to recognize where industries are heading and help organizations prepare for what comes next. Through marketing strategy, product development, go-to-market execution, content systems, customer adoption, and team leadership, Sarah has consistently worked to connect emerging technology with practical business outcomes.

Her impact extends beyond her role at ServiceTitan. Sarah was a Director of LadyTitans, an initiative focused on creating opportunities for women in skilled trades and technology. Through this work, she encourages women to step forward, develop their voices, and pursue leadership opportunities in industries where their perspectives can make a meaningful difference. She also co-hosts The TradeMarke Podcast, where conversations center on artificial intelligence, leadership, marketing, innovation, and the evolving future of work.

Sarah's commitment to the skilled trades has been reinforced through her involvement with industry organizations including Women in HVACR, the National Pest Management Association, Women in Roofing, and Women in Pest. These connections reflect her broader dedication to strengthening the industries she serves while creating stronger pathways for collaboration, education, and professional growth.

Recognized as a 2025 Top 30 Most Influential Woman in HVACR and the recipient of multiple industry honors, Sarah has developed a reputation for connecting people and ideas in ways that encourage progress. Rather than viewing technology as a replacement for human expertise, she sees innovation as an opportunity to amplify the knowledge, capabilities, and impact of the people already doing the work.

This philosophy is especially relevant as artificial intelligence reshapes how businesses across the skilled trades operate and grow. Sarah sees AI as more than a tool for efficiency. She believes it can help the industry address labor constraints, create better customer experiences, make smarter use of data, and open entirely new opportunities as the infrastructure required to power AI continues to expand.

But technology alone does not create transformation. The real opportunity comes from pairing AI with the people, expertise, and real-world experience that have always powered the trades using technology not to remove the human from the work, but to increase what people and businesses are capable of achieving.

For Sarah, product adoption is one of the biggest challenges facing organizations today. Businesses must determine not only what new tools can do, but how they can introduce those technologies responsibly and effectively. Her approach centers on making innovation practical, accessible, and connected to the real needs of employees, customers, and business leaders.

Her professional development reflects that commitment to staying ahead of change. Sarah holds a BSBA from The University of Alabama in Huntsville and has completed a broad range of certifications and educational programs, including Google AI Fundamentals, AI For Everyone, the Google Cloud Generative AI Learning Path, Foundations of Project Management from Google, The Fundamentals of Digital Marketing, Content Marketing: ROI, The Foundations of Video Creation, and Intro to Synthesia. She has also been recognized as a Who's Who Honored Listee and served as a Titan Kickoff (TKO) Presenter in 2022.

This continued pursuit of learning speaks to one of the qualities Sarah considers central to effective leadership: curiosity. Throughout her career, she has embraced opportunities to understand new technologies, rethink established processes, and identify better ways to serve customers and teams. In a rapidly evolving environment, that willingness to learn has helped her remain adaptable while maintaining a clear sense of purpose.

Sarah's leadership philosophy has also been shaped by lessons that extend beyond business strategy. Two pieces of career advice have remained especially influential. The first came through a simple question: "Who is Sarah Ghirardo?" The question challenged her to think about identity as something that can evolve rather than something permanently defined. It reinforced the idea that people can rewrite their stories and become who they are called to be in different seasons of life.

The second lesson came through another deceptively simple question: "Is this scalable?" That question changed the way Sarah thinks about leadership. When an organization relies too heavily on one individual, that person can quickly become a bottleneck. Sarah believes stronger leadership comes from developing systems, empowering others, and creating structures that allow success to extend beyond a single person's capacity.

Those principles also inform the advice she gives young women entering the skilled trades, technology, marketing, and related fields. Sarah encourages women to take up space before they feel completely ready. Waiting until every qualification is in place can mean missing opportunities to learn, contribute, and grow.

She advocates for finding mentors as well as peers who can challenge, encourage, and support personal development. Building meaningful professional relationships before they are needed can create a foundation for collaboration and long-term growth. She also encourages women to stay informed about emerging technologies, particularly artificial intelligence, because these tools will and already have influence in nearly every industry.

Most importantly, Sarah believes women should not feel pressured to imitate someone else's definition of leadership. Authenticity, empathy, innovation, and confidence can coexist, and organizations benefit when leaders bring perspectives that are genuinely their own.

That belief is closely connected to Sarah's understanding of influence. To her, meaningful success has always been rooted in people. Her family has served as her greatest support system, while her children have been her why. Balancing motherhood with a demanding career has not always been easy, but it has given Sarah a deeper perspective on priorities, purpose, and the importance of making a lasting difference.

Service is another central element of her philosophy. Whether she is working in the trades, technology, marketing, or community leadership, Sarah believes people have an opportunity to help others thrive. The legacy of leadership, in her view, should not be measured only by what one person accomplishes, but also by the opportunities created for others.

Her values reflect that perspective. Faith, family, service, curiosity, and integrity remain at the center of both her professional and personal life. Sarah's children continue to influence how she makes decisions, prioritizes her time, and thinks about the legacy she hopes to leave.

At the same time, she remains focused on the future. As artificial intelligence becomes increasingly integrated into everyday business, Sarah sees an opportunity for organizations to pair technology with human expertise rather than treating the two as competing forces. She believes the trades will continue to rely on skilled professionals, with AI serving as an amplifier that helps teams work smarter, serve customers better, and create sustainable growth.

Sarah's career demonstrates the value of combining innovation with purpose. From leading marketing and product initiatives to supporting women in the trades, contributing to industry conversations, and continually expanding her knowledge of emerging technology, she remains focused on creating meaningful progress.

Her guiding philosophy can be summed up in her own words: "Growth isn't about convincing everyone you're right. It's about staying aligned with your purpose until results speak louder than opinions."

That perspective captures the approach Sarah has brought to every stage of her career. Rather than chasing attention for its own sake, she focuses on creating measurable impact, helping others succeed, and remaining aligned with the purpose behind the work. As the skilled trades and technology continue to evolve, Sarah Ghirardo is helping shape a future where innovation serves people, leadership creates opportunity, and growth is measured by the lasting impact it leaves behind.

Learn More about Sarah Ghirardo:

Through her Influential Women profile, https://influentialwomen.com/connect/sarah-ghirardo or through her website, https://www.sarahghirardo.com/

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