



Sarah Bryars - Chief Executive, Target PR

Sarah's 'real world' approach to PR is drawn from more than 20 years' experience, spanning public and private sectors.

Predominantly working within the agency environment, Sarah's clients have included small businesses and large corporates, charities and public sector organisations. Cutting her teeth on frontline PR activity for brands including Marks & Spencer, Whitbread, and Age Concern Enterprises, in recent years it's the competitive world of trade and business-to-business PR where Sarah's honed her skills, from global group Saint-Gobain to fast-growing market leaders ADEY Professional Heating Solutions, Future Advanced Manufacture and BPE Solicitors.

Today, Sarah leads a team of 11 at Target, an award-winning agency based in Cheltenham. Together, they have developed the 'AimTrue' methodology, focusing on clearly articulated business goals that can be addressed through communications. AimTrue is a collaborative approach between client and agency, bringing key stakeholders on board, and delivering performance-enhancing communications campaigns.

Trusted to advise clients at board-level, Sarah draws upon her personal experience running Target since 2011 and the insights she has gained through studying leadership among peers from some of Gloucestershire's most successful organisations on the LEAD and GOLD programmes, run by QuoLux. In 2015, Sarah achieved a Postgraduate Diploma in Professional Practice (Leadership Learning) from Lancaster University.

Sarah is a member of the Chartered Institute of Public Relations (CIPR), and has previously steered Target through the rigours of professional audit to achieve the Consultancy Management Standard and accreditation of the Public Relations Consultants' Association (PRCA).