



Sarah Oyungu
AI Adoption Lead

PROFESSIONAL SUMMARY

Sarah Oyungu is an AI adoption and enablement leader with over 15 years of experience helping organizations across six continents operationalize emerging technology in complex, regulated, and high-change environments. Working across a wide range of industries, she demystifies emerging digital technologies—moving organizations beyond experimentation to embed AI safely and at scale while building durable adoption systems that align people, process, and governance across global teams.

Sarah has led enterprise AI adoption initiatives across global nonprofits and multinational financial institutions where governance, risk, and execution are critical. At World Vision International, she launched and operationalized a digital innovation lab supporting teams across 30+ countries, embedding AI-enabled content development and analysis into fundraising and storytelling operations through practical enablement frameworks and clear governance guardrails.

Previously, at Standard Chartered Bank, Sarah drove large-scale digital and early AI-assisted transformation across Africa and the Middle East, partnering with financial and product teams to introduce new technologies and analytics-driven workflows in highly regulated markets. Her work emphasized structured change enablement—helping organizations transition from legacy systems to digital-first operations through disciplined frameworks, workforce training, and executive alignment.

Through her advisory practice, MRKTING Alchemist, Sarah served as an embedded AI adoption partner for organizations modernizing their operating models. She capacitized enterprises for AI adoption at scale by designing custom GPTs, reusable AI assets, internal knowledge bases, and role-based training programs that cultivate adaptive, AI-evolving mindsets across the workforce.

Sarah holds a Bachelor of Arts in Business Administration and Marketing from Daystar University and a Master of Arts in Christian Ministries from George Fox University, grounding her AI adoption and enablement work in disciplined business fundamentals, values-driven leadership, and the design of resilient, people-centered programs.



PROFESSIONAL BIOGRAPHY

CAREER EXPERIENCE

ARETÉ CAPITAL PARTNERS*AI ADOPTION LEAD***New York, NY**

2025 - Current

MRKTING ALCHEMIST*PRINCIPAL ALCHEMIST – AI ENABLEMENT & FRACTIONAL CMO***New York, NY & Washington**

2023 - 2025

WORLD VISION INTERNATIONAL*GLOBAL DIRECTOR, DIGITAL MARKETING ACQUISITION***New York, NY**

2021-2023

STANDARD CHARTERED BANK*DIRECTOR, DIGITAL MARKETING – AFRICA & MIDDLE EAST***Nairobi, Kenya**

2016-2021

AIRTEL AFRICA*SENIOR BRAND MANAGER, EXECUTION & STRATEGY***Nairobi, Kenya**

2014-2016

ICONCONSULT*PROGRAMS & DIGITAL STRATEGY CONSULTANT***Washington, DC**

2009-2014

NATIONAL BOARD FOR PROFESSIONAL TEACHING STANDARDS*EXTERNAL RELATIONS MANAGER***Arlington, VA**

2006-2012

BOARD OF DIRECTORS EXPERIENCE

HARAMBEE CENTRE – Board Member**DIGITAL DISTRICT** – Board Member, Events Committee Chair

EDUCATION/CERTIFICATIONS

GEORGE FOX UNIVERSITY – Portland, OR*Master of Arts, Christian Ministries (Leadership & Program Management)***DAYSTAR UNIVERSITY** – Nairobi, Kenya*Bachelor of Arts; Business Administration and Marketing*