

## Sara Olsen, CEO & Founder, SVT Group



Nothing drives Sara Olsen crazier than funders and investors, who mean to help, accidentally preventing organizations from solving social and environmental problems by confusing outputs that are easy to count with true impact. Captivated by the idea that one day investors could understand not only their financial return on investment but also their social returns, she started [SVT Group](#), the first impact management firm, in 2001. Sara is also an adjunct faculty member at the Middlebury Institute of International Studies in Monterey. With SVT and in adjunct faculty member roles, Sara has trained some 6,000 individuals in-person in impact management skills.

SVT is a “best for the world” certified [B Corporation](#) that designs and implements systems to measure, manage and communicate social and ecological impact. The firm has designed systems to assess the social and environmental value of over \$9Bn in assets. SVT’s diverse and inspiring clients include Yo Yo Ma, Ciudad Saludable, Beneficial State Bank, and CalPERS’ Environmental Investment Advisor. SVT’s work has improved the way these clients assess impact and social value, and created direct streams of previously hidden value for their organizations.

Recognized twice as one of America’s Most Promising Social Entrepreneurs by [Bloomberg Businessweek](#) for her work defining and growing the impact management discipline, Sara is the methodology co-chair for [Social Value International](#), “the professional home for people working to change the way society accounts for value,” and founding board member of [Social Value United States](#), the US chapter of SVI. She has served as Social Value International’s delegate to the [Impact Management Project](#) and SV US’s delegate to the Global Steering Group, the successor organization to the G8’s initiative on impact investing and impact measurement. Sara is also the co-founder of the [Global Social Venture Competition](#).

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