



## SARAH FIELDS

### Chief Executive Officer, Jetta Corporation

Sarah Fields is a seasoned executive leader with nearly 30 years of experience driving growth and transformation in the manufacturing and consumer products industries. Known for her culture-driven leadership style, Sarah excels at creating high-trust relationships, compelling value propositions, loyal customer bases, and operational excellence.

Sarah currently serves as CEO of Jetta Corporation, a premier bathtub manufacturer headquartered in Edmond, Oklahoma. Since joining the company, she has led Jetta through a period of innovation and cultural renewal, resulting in 100% business growth and a successful acquisition by private equity firm Longwater Opportunities in 2022.

She believes in leaning on company values to drive alignment across all major business functions—including customer acquisition, vendor partnerships, and hiring—ensuring the culture serves as both a compass and catalyst for performance.

From 1996 to 2014, Sarah held various executive and management roles at Century Martial Arts, a global leader in fight sports equipment. Her responsibilities spanned business development, sales, marketing, and product innovation. As President, she led the execution of Century's growth strategies and launched some of the company's most successful products. She also negotiated and developed a licensing partnership that generated \$8 million in revenue through successful brand placement at major retailers, significantly expanding the company's retail footprint.

Sarah is passionate about creating solution-oriented partnerships and aligning deeply with customer needs, products, and services to drive mutual growth.

In addition to her executive leadership, Sarah is active in public speaking and community engagement. She has spoken to industry groups on leadership and mentors both female college athletes and high school girls. She also serves on a nonprofit grant committee through Impact Oklahoma, supporting community-driven initiatives across the state.

### Education

- MBA, The University of Oklahoma
- BS in Engineering Technology, Cameron University

### Professional Involvement

- Member, Women's Executive Board
- Board Member, Oklahoma Manufacturing Alliance
- Member, American Supply Association