



Sara Boomsma

Chief Executive Officer

ARRANGER • DISCIPLINE • COMMUNICATION • ANALYTIC • FOCUS

MY PURPOSE

To bring clarity to complexity and create space for growth

PROFILE

As CEO of 2b Limitless, Sara blends strategic clarity with disciplined execution. A natural Arranger, she sees the big picture while aligning people, priorities and systems into focused action. With strengths rooted in discipline and focus, she builds the rhythms and structures that turn vision into reality.

Sara's leadership combines sharp analysis with clear communication — ensuring decisions are both evidence-based and inspiring. She is known for creating calm in complexity: driving growth with rigour while keeping the human side of leadership at the centre.

Before joining 2b Limitless, Sara spent six years leading flagship leadership programs across the Gulf, supporting the region's most prominent family businesses to prepare the next generation. Alongside this, she has designed and delivered high-impact conferences and events in the education sector, shaping experiences that blend thought leadership with practical learning.

She is passionate about helping people unlock clarity, confidence and contribution. Today, Sara's role is to lead 2b Limitless into its next chapter of sustainable growth, ensuring its mission — "Because your world needs you at your best" — reaches more people, teams and organisations around the world.

EDUCATION & QUALIFICATION

- MA Natural Sciences, University of Cambridge
- Stanford LEAD Professional Certificate, Stanford University Graduate School of Business