



Sara Cziok-Payne

Sara is the Director of Communication Strategy at LaBreche.

Sara's strength in brand communications is critical thinking that leads to breakthrough ideas for clients and prospects. She loves the thrill of research, asking questions and connecting the dots to develop a solid brand strategy that helps solve a business challenge. The most rewarding aspect of her work is building lasting relationships with clients.

Before joining LaBreche, Sara worked at Porter Novelli in Manhattan where she handled campaign development and media relations for health care and consumer accounts such as Wyeth, Shire US Inc. and Princess Cruises. Prior to that, Sara was a media relations specialist at Medtronic where she planned and executed national media relations campaigns for the Cardiac Rhythm Management division.

At LaBreche, Sara manages myriad B2B and consumer accounts that include 3M, the City of Minneapolis and Wausau Paper, one of the top paper manufacturers in the world. For Carlson Hotels Worldwide, Sara helped facilitate Radisson's 2009 Strategic Planning Session in July-August 2008. Her work has earned consumer clients coverage in top-tier national media, including AARP: The Magazine, Family Circle, HGTV, The New York Times, This Old House, "The Today Show" and Woman's Day. Sara's work has been honored by the International Association of Business Communicators (IABC) with a 2005 Bronze Quill Award for outstanding media relations, and by the Public Relations Society of America (PRSA) with a 2004 Classics Award for creativity.

Sara was selected as an "emerging leader" as part of Deloitte's 100 Wise Women program in Minneapolis. She's also an active member of Minnesota Women in Marketing Communications (MWMC). She earned her Bachelor of Arts in journalism, with an emphasis in public relations and a minor in Spanish, from the University of St. Thomas, Saint Paul, Minn.

Hometown:

Litchfield, Minn.

Birthday: September 22

Fascinating family fact:

Pronounced "Chuck," my surname is Prussian.

Favorite color: Red

My daily media fix:

The Wall Street Journal, Star Tribune and a variety of e-newsletters.

Person I admire and why:

My Grandma Cziok. In her 80s, she's traveling, reading 4 books a month, staying politically active, surfing the Web and serving as a great role model.

Farthest place I've traveled:

Tokyo and Kyoto, Japan

Something you might not know about me otherwise:

I'm a foodie that loves to cook, and an athlete that can be found on the golf course and on water skis.

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