

From Bede's to Business: Alumna Sabine Patricia Haas's Global Journey

Former Bede's pupil Sabine Patricia Haas discusses how the UK academic system fostered the curiosity and persistence she uses as a global entrepreneur and advisor.

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Sabine Patricia Haas's connection to the UK academic system is long-standing. Her time at Bede's, from 1999 to 2001, was a key chapter in this journey, which also included completing both her A-Levels and a Bachelor's degree in the country. This early foundation helped nurture the leader we know today, demonstrating a commitment to continuous learning and global engagement.

In a recent conversation, we explored how her experiences at Bede's prepared her for a high-level international career:

Part of your early connection to the UK academic system was your time spent here at Bede's. Can you share a fond memory or pivotal moment from your time here, and how do you feel that period (whether through a particular subject, teacher, or the international environment) helped lay the foundation for who you are now?

I've always appreciated how the UK academic system, and Bede's in particular, encourages students to think for themselves: to question, debate, and explain rather than memorise.

Different opinions were welcomed and valued, but we also learned to support them with reason and respect. That environment built confidence in my voice and taught me the importance of thoughtful dialogue - lessons that still guide me today.

I was also deeply inspired by the exceptional quality of Art & Design at Bede's. Graphic Design, History of Art, and Fine Art were taught by accomplished artists and industry

professionals who brought immense passion and expertise into the classroom. Mr Jordan's lessons, in particular, became a place of creative freedom and exploration - an experience that has stayed with me ever since.

Looking back, my time at Bede's was profoundly formative. I was surrounded by an international community of friends, and we had an unforgettable time together (perhaps a little too much fun at times - I could probably have focused a bit more on my studies!).

What specific skill or mindset developed during your formative years at Bede's that potentially helped to enable you to successfully navigate such complex, international, and high-level professional transitions?

One of the most valuable lessons I learned at Bede's was openness. In an international setting, things can easily get "lost in translation," so I learned to assume best intentions and invest time in building genuine relationships. Trust and curiosity go a long way in bridging differences.

That curiosity still shapes how I live and work today. I treasure drawing from many cultures -the German precision I grew up with, British eloquence, Italian passion for life, and the Latin American creativity and warmth that makes any challenge (and any moment) better with music. It's a mix that makes life richer and work far more rewarding.

As a successful entrepreneur, strategic advisor, and active mentor to emerging talent, you have a wealth of experience. What are the single most important 'words of wisdom' you would offer to the current generation of Bede's pupils as they prepare to move from academia into a rapidly evolving professional world, particularly for those interested in international business or leadership roles?

If I could share one piece of advice, it would be: take accountability and stay adaptable. Things won't always go to plan - and that's perfectly normal. When one route doesn't work, adjust and try another.

Success rarely comes from perfection; it comes from persistence. Those who keep going, who aren't afraid of a "no", are the ones who ultimately succeed. So stay curious, be bold, step outside your comfort zone, and keep moving - that's where real growth happens.

And finally, don't take things too personally. Make space for learning and take time to create memories along the way - a truly rich life is one that's fulfilling both professionally and personally.

This mindset of persistence and cross-cultural curiosity has clearly defined Sabine's career trajectory. Since leaving education, she has leveraged two decades of international expertise to launch her own successful business and take on key advisory roles. Her trajectory from an advertising start to a specialist in global B2B marketing and distribution exemplifies a career built on strategic insight, data-driven execution, and a commitment to mentorship.

Sabine's professional life began in advertising, working with renowned agency networks like Publicis and Grey. This early exposure provided a robust creative and strategic foundation. She quickly transitioned into the complex world of B2B corporations, taking on roles at IBM and TE Connectivity. It was here she developed her deep understanding of digital strategy and international brand marketing within intricate corporate environments. Her career naturally progressed into the distribution sector, where she held senior strategic marketing positions at global powerhouses.

Sabine's specialty lies in bridging the gap between manufacturers and distribution partners. She excels at developing effective strategies, optimising cross-channel collaboration, and driving scalable growth. Her success is rooted in an approach that seamlessly integrates data driven execution with strong cross-cultural and organisational insight.

Most recently, in August 2025, Sabine took the entrepreneurial leap, establishing her own business. This new venture allows her to apply her vast experience directly to clients, driving growth and strategic alignment.

Beyond her own enterprise, Sabine now holds influential positions on the Advisory Boards of Roth Finanz and Roth Versicherungen. In this capacity, she provides strategic guidance and expertise to support the companies' long-term growth. Furthermore, she oversees their marketing operations, managing campaigns and brand strategy, ensuring their market presence is both robust and effective.

Reflecting on her commitment to cultivating future talent, Sabine is an active mentor for emerging talent and women in leadership. She dedicates her time to programs through Imperial College London and WE United. Additionally, she co-hosts the Imperial alumni chapter in Frankfurt, continuing her engagement with the global academic community that has been so central to her career.

Sabine's journey exemplifies the power of a foundational education rooted in thoughtful dialogue, creative exploration, and an open, international mindset. Her time at Bede's and the broader UK academic system instilled the curiosity and adaptability that have become the hallmarks of her successful career as an entrepreneur and strategic advisor. Sabine has built a professional life defined by the ability to connect cultures and persistently pursue growth. Her commitment to mentoring the next generation, urging them to "take accountability and stay adaptable" is a testament to her belief that true success lies in the continuous, bold pursuit of learning and a fulfilling life, both professionally and personally. We at Bede's look forward to seeing her flourish in her new venture and continue to inspire current and future generations of pupils.