

Contact

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(LinkedIn)
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Top Skills

Strategic Roadmaps
Platform as a Service (PAAS)
Product Innovation

Certifications

Certified Scrum Master
Certified Scrum Product Owner
Certified Scrum Professional

Sarah Clark

Chief Product Officer / General Manager - Digital Identity, Decentralized Identity, Biometrics, Digital Wallets, Fintech, Web3/ Defi.

San Diego Metropolitan Area

Summary

Proven product and general management executive with a strong track record for leading in fast paced environments on the bleeding edge of innovation. I have experience leading SAAS B2B and B2B2C businesses through periods of rapid growth including leadership over product strategy and roadmap, product development, goto-market strategy, business development, revenue growth, strategic partnerships, marketing and customer success.

I am an inherently creative individual and am passionate about bringing new products to market that do good in the world. I lead using lean frameworks and the fundamental pillars of innovation such as empowering teams and individuals, setting clear measurable objectives, testing and learning, transparency of decision making, a relentless focus on value, and crafting a clear differentiated market position.

I am product person as my main discipline and passion. I have been a lifelong learner of best in class frameworks for driving product innovation success and I am highly skilled at driving vision and strategy as well as execution excellence. I am comfortable being a change maker and have helped numerous teams evolve to agile processes that meet the needs of the organization balancing predictability and quality with speed and the must have of continuously testing and learning.

In recent years I led an identity verification business from inception to becoming a global market leader. After creating significant growth and a dominant market position and managing a team growing to over 100 globally, I exited to get experience more broadly in the field of digital identity, and to do that I started my own consultancy. Most recently I led digital identity at Mastercard where my team brought to market a new network for Mastercard, the ID Network, a globally

interoperable privacy preserving digital ID network leveraging the latest standards in identity and decentralization.

I am an experienced public and keynote speaker and I've spoken at Money2020 US and EU, Mobile World Congress, Fintech Meetup, and numerous other events globally as well as to many podcasts and publications. In 2022 I was named one of ten Fintech Power 50 individual visionaries due to extensive work in the fintech arena.

Most recently I took a hiatus to accomplish a number of key personal goals - rainforest preservation and helping dogs on death row in shelters find homes. I am currently looking for a product leadership role in the fintech, AI, web3, digital identity or platform as a service areas where the mission is to do notable good in the world.

Experience

Hopae

Chief Product Officer and GM North America

November 2025 - Present (1 month)

San Diego, California, United States

The future is one where government eIDs and verifiable credentials issued into customer wallets will seamlessly power all digital experiences that require trust. That transformation is happening now and the benefits are great - improved user experiences, solid fraud protection, with data privacy, consent and transparency for individuals.

Hopae is the Digital Identity infrastructure company powering that future. We offer a simple single connection to the world's eIDs, a battle tested wallet SDK to power customized user journeys with verifiable credentials.

Compliant, elegant and scalable.

I would love to talk to anyone who wants to hear more about what we are doing and why it is powerful.

Lens Identity

Founder

May 2018 - November 2025 (7 years 7 months)

Greater San Diego Area

Digital Identity strategy consulting. If you can benefit from an expert who knows the space well feel free to contact me.

Mastercard

Senior Vice President - Digital Identity

July 2020 - August 2024 (4 years 2 months)

San Diego, California, United States

I believe the future is such that individuals will own their own Digital Identity so that their data privacy is preserved and which will interoperate across the array of digital experiences that are important to their lives - transforming the digital ecosystem into having more trust, less fraud, where data breaches are a problem of the past and making the lives of individuals across the world simpler and more inclusive.

I led the global team responsible for bringing to market a new network for Mastercard, the ID Network, a globally interoperable decentralized privacy preserving re-usable digital ID network with the vision to make sharing digital ID credentials as simple and user friendly as using a credit card. My business unit operated as a "startup" within Mastercard and I had a direct reporting line of product, business development, customer success, commercialization, product marketing, industry engagement, and solution architects with overall revenue and P&L responsibility.

IDEMIA

Senior Vice President and GM Digital Identity

March 2019 - February 2020 (1 year)

Global

Idemia is a global leader in solving the most important digital identity challenges worldwide. We have authoritative identity verification due to our ability to access the official government root of trust in many parts of the world, and we have the most robust and market tested biometrics platform globally serving a wide range of ongoing authentication needs battled tested by major initiatives such as Aadhaar registering over 1 billion biometrics. I lead a business unit to leverage these amazing assets to expand our market presence in the commercial sector.

Mitek Systems

General Manager Identity Business Unit and SVP Product

August 2013 - May 2018 (4 years 10 months)

Greater San Diego Area

I led a global business unit innovating in identity verification products. I am responsible for product vision, strategy and roadmap, go-to-market, revenue, and customer success. During my time we have transitioned to becoming a primarily cloud/SAAS business, have executed on international expansion, and have experienced rapid revenue and market growth.

Global banks, credit issuers, payment processors, marketplaces and P2P platforms are some of the customers of our flagship product Mobile Verify - which solves two key market issues - great user experience and confidence that the user on the other end of a digital transaction is who they say they are.

My business unit delivers innovative solutions to companies who are regulated by KYC or who value identity trust- we deliver great mobile user experiences leveraging the camera and a more secure method of identity verification with the capabilities of our sophisticated computer vision and AI platform - our products can instantly validate the authenticity of ID documents and verify biometrics as well as combine that with other risk attributes.

Tillster, Inc.

VP Product Management

January 2012 - August 2013 (1 year 8 months)

Greater San Diego Area

Led product management and strategy for an mobile first platform powering a suite of consumer facing ordering, loyalty and digital payment products serving the Fortune 500 companies in the restaurant industry. I was brought in as a key role to help transform the historically kiosk focused solutions into a mobile/web product suite. During my tenure we won contracts with some of the largest names in food and mobile ordering for them with our white label consumer app and platform

InComm | Agent Solutions

Head of Product

2005 - January 2012 (7 years)

I led the Product, User Experience, Program and Project Management Teams at this rapidly growing payment processing startup. During my tenure as an executive we experienced rapid growth, dominant market share, until we were ultimately acquired by Incomm, the global leader in the pre-paid market space.

Education

Duke University
Bachelor of Science, Mathematics

Harvard Business School
professional development program