

BIOGRAPHY



**Robbie
Sabathier**

Vice President,
Strategic
Branding

Robbie Sabathier is the vice president of Strategic Branding for United Launch Alliance (ULA) headquartered in Centennial, Colorado. In this role, she is responsible for developing ULA's positioning and thought leadership strategy in the marketplace, ensuring it aligns with business objectives and resonates with target audiences.

For the past 10 years, Sabathier served as ULA's vice president of Government Operations and Strategic Communications. She was responsible for leading ULA's interaction with key decision makers and stakeholders in Washington, D.C., and shaping critical policies and decisions related to ULA's business. In addition, she oversaw strategic communications including external and internal communications, as well as brand and event management.

Sabathier brings more than 25 years of broad-based commercial and civil launch experience from her work with the European commercial launch company Arianespace, and space shuttle contractor United Space Alliance. In addition, she co-founded a startup telecommunication company specializing in designing, deploying and operating low-cost, high-speed internet networks serving rural communities.

Sabathier is active in the aerospace industry engaging in community and university outreach to promote STEM education and to encourage women in aerospace. She is the past president of the National Space Club and Foundations, and is a member of the Washington Space Business Roundtable. Sabathier served four years on the FAA's Commercial Space Transportation Advisory Committee as the Deputy Chair of the safety working group.

Sabathier holds a bachelor's degree in international business from San Diego State University and a Juris Doctorate from American University Washington College of Law.



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