Sabrina Parsons

@mommyceo

Sabrina is the CEO of Palo Alto Software, a company that creates business planning and tracking software for small businesses and startups. She is an advocate for entrepreneurship and often spends time outside of Palo Alto Software teaching the basics of business planning and financial management to entrepreneurs both locally and nationwide. Sabrina was recently featured on a panel at SXSW where she mentored startups on how to plan for long-term financial growth.

Sabrina stepped into her position at Palo Alto Software after they acquired her software distribution company in 2002. After serving as the director of marketing and communications for a several years, she became CEO. Prior to joining Palo Alto Software, she launched several high-tech startups in both the UK and United States. She is a graduate from Princeton University and has been involved in the tech scene since the dotcom boom in the late 1990s.

Additionally, Sabrina is a strong supporter of women in business leadership positions. She feels that both Corporate America and Silicon Valley inherently favor men, and fights for a structural change that would give more women the opportunity to become business leaders. As CEO, she offers a unique environment for her own employees by allowing parents to bring their children into the office and offers flexible work hours.

Sabrina is a strong supporter of changing how women rise to leadership in the workplace. As a working mom with 3 young boys, she has taken a unique approach to integrating her boys into her career and work, instead of trying to achieve a work life "balance." She truly believes that it is due to Sheryl Sandberg's book, Lean In that women have engaged in a very productive conversation of what it takes for women to rise to leadership roles, but differs slightly from Sheryl in how she approaches helping women get into leadership roles and excel as working moms. Her Business Insider column on the topic has received almost 125,000 views and has been widely debated.