

THE LAW SOCIETY OF NSW

2024 ANNUAL CONFERENCE



THE LAW SOCIETY
OF NEW SOUTH WALES

Sarah O'Carroll

Editor-in-Chief, Forbes
Australia



Day 1 –The Curious Lawyer

Rome Wasn't Built in a Day: Creating meaningful impact through your brand

About Sarah O'Carroll

Sarah O'Carroll is the Editor-in-Chief of Forbes Australia, where she brought the Forbes brand to the Australian market in 2022 including the iconic print magazine. Her mission is to tap into the deep well of innovation in Australia and connect and champion the leaders who are making a significant impact on the world. In her first year, she also successfully launched the Forbes Business Summit, Forbes Women's Summit and Forbes Forums.

With over 15 years of experience in business journalism, Sarah has extensive expertise in engaging and growing business audiences.

Before joining Forbes, she was Editor-in-Chief of Yahoo Finance, which she relaunched in the Australian market in 2018 and grew its audience to a peak of more than two million monthly users. She has also held news, editorial and management roles at News Corp, Private Media and Lexis Nexis, in addition to running her own content strategy consultancy.