

Outstanding Women in Business 2020: Sarah Weiss, Elite Roofing Supply

Aug 27, 2020, 1:00pm MST

Sarah Weiss

Title: CEO

Company: Elite Roofing Supply

Age: 36

What advice would you give to women who are seeking a leadership role? No one is ever fully qualified for a new role, so don't wait until you feel you know everything needed to be successful in the role. Believe in yourself and put your name in the running for leadership roles. Also, constantly look for ways to solve problems for your boss, while building relationships with folks throughout your organization and lifting others up along the way.

How would you describe your leadership style? I aim to be a servant leader to my team, as I truly care about the people who work with me and want to see them win. This, coupled with high standards, shows the team that I'm in the boat with them, not just barking orders at them. In addition, I surround myself with people who are smarter than me, with diverse ideas and backgrounds. Because I don't know everything, I like members of the team who can push me and the team. I strive to get a little better each day and continue being a lifelong learner. I encourage others to do this as well, and one of Elite's core values is Be Better Than Yesterday. Finally, I'm a big believer in transparency, with everyone knowing our plan and path forward — where we're going, why we're going there and how — we can each contribute to the company's success.

Who was your mentor and how did they impact you? I've been blessed to have many mentors throughout my life. However, one who stands out is my sixth-grade teacher, Mrs. Jones. She entered my life when I was struggling with the transition into both middle school and a new neighborhood. She helped me find my purpose and encouraged me to start a club helping homeless children in St. Louis. She taught me to be a leader and help lift others up. She always encouraged my big ideas rather than picking them apart, something I appreciate to this day.

What's the best advice you've ever received? Be true to yourself. The only person you can be is you. Honor it, show up authentically each day and realize that you aren't going to be everyone's cup of tea — and that's OK.

How important is community involvement to you, and what does your involvement look like? From a young age, I was taught that giving back to the community is a privilege and a responsibility. Community involvement helps ground me and gives me energy and fulfillment. I currently serve on three boards in the community: Rosie's House, the Greater Phoenix Chamber of Commerce, and the Arizona Roofing Contractors Association. My husband and I are also both active in our children's schools, sports teams and activities.

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