

Sara De Moitié

I turn cutting edge science
& emerging technology
into products that create
real-world environmental &
social impact.

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about



Hello there! I'm Sara.
I help teams translate deep tech
into real markets. With over a
decade in science and tech
startups, I bring founder-level
ownership to product leadership
- I've built from zero twice, and I
know what it takes.

education

Master of Industrial Design

University of Antwerp, Belgium
Aalto University, Finland
Stanford University, USA

skills

Team building & leadership. Deep
tech/science fluency. Fundraising
& investor relations. Product
leadership & management.
Strategic design & business
development. English (C2),
Dutch (C2), Spanish (B2).

experience (overview)

Flying Gybe Inc.

2019 - 2025
Remote, PST time zone.
Satellite based water
pollution monitoring.

- Founder & CPO, later CEO

Led Gybe from concept to
operational product. Built and
directed a technical team developing
patented water pollution sensors and
satellite algorithms, published
research, and raised over USD 3.7
million from customers & investors.
Owned the full product lifecycle, from
market research and user needs
through to go-to-market strategy.

Regen Network

2018 - 2019
Remote, EST time zone.
Blockchain based ecological
credits trading platform.

- Founder & CPO

Co-founded Regen Network, defining
the business concept, user needs, UI,
fundraising strategy and go-to-market
approach.

Futurice

2017
Helsinki, Finland
Digital consulting agency.

- Senior Service Designer

Lead a team of designers and
developers through the creation of
award winning digital services.

Espacio Abasto

2016
Cordoba, Argentina
Accelerator, impact startups.

- Strategic Designer

Worked with a team to design the
physical space and programming for
a new innovation hub.

358

2012 - 2013
Helsinki, Finland
Creative design agency.

- Strategic Designer

Helping established companies
create innovative, brand-aligned
strategic product visions.

[more details >](#)

experience (detailed)

Oct 2019

● Flying Gybe Inc.

Dec 2025

Founder & CPO, later CEO

Fully remote team | PST time zone.

I spent 6.5 years building Gybe from a fuzzy idea into a product trusted by the World Bank, NYC's water utility, and global NGOs — at the intersection of satellite remote sensing, environmental science, and hardware. I led a fully remote, cross-cultural team through every stage from pre-seed to scale, staying hands-on across science, design, and strategy while building the kind of culture that makes people want to do their best work.

- **Product.** We built our SaaS webapp (“GybeMaps”), from the ground up. Starting from rapid prototypes, we continually tested, refined and automated our data products. I worked on every aspect of the product, from testing scientific validity of outputs, to automated algorithm development, through to app architecture and useful user facing data visualizations. My role was interdisciplinary, drawing from satellite remote sensing, environmental science, hardware sensor design, and product & business strategy, to create one coherent product.
- **Customers.** Brought in over USD 1.7 million in customer revenue, our customer base spanning drinking water utilities (including the NYC Department of Environmental Quality, Denver Water), environmental NGOs (including The Nature Conservancy, WWF, TNC WaterFunds), and global firms (The World Bank, the Inter-American Development bank, ABInBev).
- **Team.** Grew an amazing multidisciplinary team and fully remote company culture (5 countries and 8 time zones), with 10 full time staff, spanning software, hardware, science research, design, sales, and business development.
- **Investment.** Raised USD 2 million from investors over our pre-seed & seed funding rounds.
- Wound down operations in 2025 amid sharp contraction in US environmental and water-sector funding.

Reference from Ivan Lalović | Board Advisor, Semiconductors, Hardware, Software, and Environmental Technology, ex-CEO at Gybe

“Sara is without a doubt one of the most capable and inspiring builders and leaders I’ve encountered in my career. She brings strategic clarity, user-centered thinking, design creativity, and a genuine people-first approach. It was no surprise to anyone, our partners, customers, and investors when Sara was unanimously elected as the CEO and Board President at Gybe.”

Publications | Scientific Research Papers

- [Linking optical data and nitrates in the Lower Mississippi River to enable satellite-based monitoring of nutrient reduction goals](#)
- [Monitoring water quality in the lower Kansas River using remote sensing](#)
- [Impact of COVID lockdown on Water Quality: Remote Sensing analysis of four locations: Inter-American Development Bank Report](#)
- [Remote Sensing Analysis of Water Quality in Reservoirs at Water Fund Locations](#)

Invited Speaker | United Nations Headquarters, NYC, Sep 2023

The SDG Summit is a flagship UN event which highlights how digital innovation and technology can accelerate the achievement of the 17 Sustainable Development Goals (SDGs). I was personally invited to speak here about our work at Gybe. A recording of my talk is [available here](#).

Jan 2018

● [Regen Network](#)

Sep 2019

Founder & CPO

Fully remote team | EST time zone.

Co-founded Regen Network, a blockchain-based platform designed to quantify, monitor, and trade ecological credits, to provide additional funding for ecological projects that can demonstrate positive ecological outcomes.

- **Concept.** My co-founders and I wrote an original white paper, which outlines the business concept and vision, as well as the dynamics of the RGN token and the basic technical architecture. My role was to crystallize the fuzzy, core ideas, and communicate these clearly.
- **Business.** I worked with our CEO to develop the business plan, fundraising strategy and go-to-market approach. I developed the content and design of our brand, pitch deck and marketing materials.
- **Product & customers.** I interviewed farmers, standards organizations, impact tracking experts and environmental NGOs to understand the gaps in funding, the difficulties in demonstrating ecological impact and the trends in the space. Based on these insights I designed, tested and iterated on the initial concept and UI design for the credit trading platform.
- **Accelerator.** I pitched our way into the Techstars Sustainability accelerator program in collaboration with the Nature Conservancy, which gave us the new partnerships and credibility that helped us fundraise immediately after the accelerator program.

Reference from Ron Steinherz | Co-founder & COO | Regenerating ecosystem and tackling climate change | Ex-Cisco, WebEx

"Sara is a brilliant, creative, customer-centric, execution minded product leader that can take on a complicated space and product direction/idea and make it happen including managing a team, navigating priorities, getting buy-in, and if needed rolling up her sleeves and putting together amazing UX/UI designs. Aside that she is a people's person and was genuinely loved by everyone she interacted with."

Apr 2017

● [Futurice](#)

Dec 2017

Senior Service Designer

Helsinki, Finland | Digital consulting agency

- Lead a team of 10 designers and developers, in charge of developing the digital services for all 25 airports in Finland (including apps, websites, digital maps and parking services). I led the project to redesign and integrate all airport websites and content, navigating stakeholder relationships through all company departments and coordinating with an external coding agency. The website won the [IA People's Choice Award](#) in 2019.
- Invited to help guide company culture on a small team with senior management

In between these jobs, I took several years off from traditional design work to travel, with an aim of gaining a better understanding of people and the world. During that time I worked 37 different jobs and lived with locals in 7 countries, learned countless skills including rapidly connecting with people, collaborating on projects, leading teams, and problem solving on the fly.

Jan 2012

● [358](#)

Jun 2013

Strategic Service Designer

Helsinki, Finland | Creative design agency

I worked full time with a small design and marketing team on high concept projects such as designing a Cleantech collaboration platform, designing a new hotel chain (concept, branding and interior design), and organizational transformation projects (including user centered design and cocreation workshops).

● [Aalto University](#)

Teaching Assistant, [ME310](#)

Helsinki, Finland

While working at 358, I helped lead a year long, interdisciplinary master's course named ME310 (Global Engineering Design Innovation Course). In collaboration with Stanford University, Kyoto University and 5 others, our teaching team guided international teams of engineering, design and business students through real design challenges (Audi, Unicef, etc).