

SHARON B. HEATON

BIO



Sharon B. Heaton, the CEO and Founder of sbLiftOff, is a nationally known advocate for small business. The company she founded serves owners in government contracting, technology, software, SaaS, and manufacturing. An avidly sought speaker on M&A, Heaton's book *LIFT OFF: 12 Things to Know Before Selling Your Business*, published by Forbes, is an Amazon bestseller.

Heaton is the host of the popular Orange Slices podcast "*GovCon M&A Talk*" which brings owners who have sold or bought into a conversation about new trends and deal tips. Heaton also shares her thought leadership in *Harvard Business Review*, *Federal News Network*, *Washington Business Journal*, *the Set-Aside Alert*, *Orange Slices*, and other trade and regional outlets around the country. Named as one of the "Power Women of GovCon" in 2025, Heaton serves on the Boards of SECAF and the AMAA. She has been associated with the global law firms of Skadden Arps and Latham & Watkins and has served as Senior Counsel on the Senate Committee

on Banking, Housing and Urban Affairs, General Counsel and Deputy Staff Director of the Senate Committee on Environment and Public Works. She co-founded Wellford Energy Group, an investment bank serving clean energy and low carbon companies. Previously, she was Deputy Counsel of a Fortune 500 company operating in ten states.

Ms. Heaton holds a Juris Doctorate from the University of Chicago Law School and a B.A. from Barnard College.