



Sarah Morton

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Sarah is internationally recognised for her work developing innovative approaches to ensure that decision-makers have access to the best evidence for taking organisations, policies and practices forward. She led knowledge exchange work at the University of Edinburgh from 2001-2017, before setting up her company Matter of Focus, that offers tech and consultancy to help organisations use data and evidence better to understand and track their impact. She has worked in policy and practice influencing roles, in the third and public sector, and supported impact work across many organisations including NHS, large and small charities, UNICEF, Scottish Government, universities and public bodies.

She has supported researchers in the UK, Canada and Australia with research impact approaches and assessment, and developed a research impact assessment method that has been widely used. She has carried out 7 independent impact assessment studies, including 14 case studies, of research centres and initiatives across 8 countries around the world. She runs a research impact school every year.

Her book (Morton and Cook, '[How do you know if you are making a difference? A handbook for public service organisations](#)') was published in November 2022 by Policy Press.

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