

Sally Hayes  
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Sally Hayes is Co-Founder and President of Federal Eastern International, Inc. (“FEI”). FEI is the foremost body armor specialist, growing to become one of the largest distributors for the world’s largest body armor manufacture. FEI provides body armor to local and state law enforcement, private security, and to the federal government. Since 2010, Sally and FEI are fundamentally changing the way body armor is provided to those in harms way. FEI provides unmatched customer service by developing and implementing a body armor training program, understanding individual application and fit, and enhancing product development. FEI’s system works to improve the overall safety of Officers, Deputies, Troopers, and Operators.

Sally credits much of her success to her entire team, especially her husband and brother who are her business partners, along with the foundation she received from her family and role models. She is passionate about leadership, training, group dynamics, and helping others to achieve great success.

Sally received a Bachelor of Science degree in Psychology from Eckerd College and a Master of Education degree from the University of South Florida. She is an Adjunct Professor at Eckerd College where she teaches a Leadership and Self Discovery Practicum to first year students. She is also heavily involved in her church and community.