

Podcast Guest One Sheet: Sam Sedlack (she/they)

Creative Director | Designer | Strategist

Website: samsedlackcreative.com

Location: Austin, TX (frequent visits to NYC)

Available for: Podcast interviews (remote or in-person), Keynotes, and Workshops

Short Bio:

Sam Sedlack (she/they) is a Creative Director, Designer, and Strategic Consultant with 16+ years in media and communications. Known for a trauma-informed, justice-driven approach to branding, Sam helps businesses translate their values into powerful and authentic brands.

Sam's boutique agency, Sam Sedlack Creative, is a certified LGBT Business Enterprise (NGLCC) and works with global corporations and historically excluded founders, focusing on LGBTQIA+, disabled, and BIPOC-led organizations. Sam's creative work has been recognized by the Emmys, MTV, CMJ, and the National Association of Broadcasters.

Personal Origin Story:

Sam grew up in upstate New York, starting out in broadcast journalism and music production. After working in traditional media for over a decade (including at NBCUniversal, WABC-TV, SiriusXM, and more) Sam saw firsthand how often queer, disabled, and BIPOC voices were excluded or tokenized. As a queer, disabled creative, Sam saw a need for storytelling that was both effective *and* equitable. They launched Sam Sedlack Creative to do just that—building a practice where storytelling, justice, and design intersect. Their mission is to shift that narrative by helping marginalized creatives find their authentic voice and be heard.

Speaking Topics:

- Branding with integrity in a system built on exclusion
 - Trauma-informed design & strategic communications
 - Building authentic businesses that connect and convert
 - Creative entrepreneurship through a justice-driven lens
-

Testimonial:

"Sam is the BEST! She is a brilliant strategist and creative and leads with the utmost integrity and empathy. Meetings with Sam are the highlight of my week. She has done such an incredible job and I recommend them to all of my clients. If you're looking for brilliant support with

someone you'll LOVE working with, call Sam." — Amina AlTai, Celebrity Coach & Author of *The Ambition Trap*

Select Media Background:

NBCUniversal • SiriusXM • WABC-TV • Independent podcast production (200+ episodes)

Certifications:

Certified LGBT Business Enterprise (NGLCC & Austin LGBT Chamber of Commerce)

Contact Info:

Website: samsedlackcreative.com

Email: sedlacksamantha@gmail.com

LinkedIn: [linkedin.com/in/samanthasedlack](https://www.linkedin.com/in/samanthasedlack)

Let's Talk:

Sam is now accepting podcast invitations to speak about branding, inclusive business, disability & LGBTQIA+ entrepreneurship, and the future of creative strategy.