

As Chief Transformation Officer of OMG North America, Sam is the architect of organizational change programs that future-proof the agency by setting a new standard for service precision and quality.

She took on the CTO role following two years as OMG NA's Chief of Staff, running point on regional strategic priorities, including group workflow process engineering and automation initiatives. Previously, she shaped the data-driven agency workflow at the core of OMG's Hearts & Science network and was part of the first-mover product development team at OMG's data technology division, Annalect.

A native New Yorker and proud graduate of Colgate University, Sam lives in Manhattan with her husband and son.