A person with curly hair

Description automatically generated with medium confidence**Samantha Williams, M.S.**

Samantha (Sammi) is a distinguished multi-award-winning entrepreneur and content engineer with over twenty years of executive-level, corporate, and professional writing and digital content design experience. She is also a recognized business coach, committed to the advancement of the Black community.

As an astute businesswoman and serial entrepreneur, Sammi has launched several companies, including Sam’s Word, a minority, woman-owned small business (WOSB), certified with WBENC, MSDC, the states of Connecticut and New York, and The Port Authority of NY & NJ as a Minority and Women-owned Business Enterprise (M/WBE). Sam’s Word is also a certified Disadvantaged Business Enterprise (DOT DBE) through Connecticut, Washington, New York, Rhode Island, California, and the Niagara Frontier Transportation Authority (NFTA). Sam’s Word is a certified Black-Owned and Operated enterprise by the U.S. Black Chambers, Inc.

#### Sammi is also the Owner of 628 Digital Design, a full-service digital content design and marketing agency, and Melanated Business Coaching, providing intentional coaching specifically for Black women entrepreneurs. Sammi is also the Founder and President of the Collaboration of Minority Women Professionals (CMWP), with a mission to increase the visibility, capacity, and business profitability of professional Black men, women, and children. CMWP was started in New Haven in 2018 and is now an international entrepreneurial support organization (ESO) for Black and minority men, women, and children. Sammi leads the development, execution, and curriculum design for CMWP. Samantha is also the original Founder of another BIPOC-focused mentoring and training ESO that she built, designed, executed, and implemented within the Greater New Haven community. Sammi served as the Entrepreneur-In-Residence (EIR) at the New Haven Free Public Library (NHFPL).

#### Sammi received the 2023 Wharton Knowledge for Impact Award, allowing her to participate in the Neuroscience of Business: Innovations in Leadership and Strategic Decisions program through the Wharton School. Sammi is also a graduate of the Morgan Stanley Small Business Academy 2022 inaugural cohort. Sammi has also earned certificates in Women’s Entrepreneurship and Women’s Leadership through the eCornell/Bank of America Institute for Women’s Entrepreneurship. Sammi is the recipient of the 2023 Business Award from the National Association of Negro Business and Professional Women’s Club (NANBPWC) New Haven Club. Sammi is also the recipient of the 2022 CT Entrepreneur Awards and the Quinnipiac Chamber of Commerce 2020 Women’s Achievement Awards for Community Impact. Sammi also received the 2021 Leadership Award from the Collaboration of Minority Women Professionals.

#### Sammi is a member of the Electric City Connections BNI Chapter. She is also a member of several Chambers and business associations, including the Greater New Haven Chamber of Commerce (GNHCC), the Quinnipiac Chamber of Commerce, the East Haven Chamber of Commerce, the Hamden Regional Chamber of Commerce, the West Hartford Chamber of Commerce, Madison Chamber of Commerce, the Global Black Women’s Chamber of Commerce (GBWCC), Southern Connecticut Black Chamber of Commerce, Greater New York Chamber of Commerce, New York Women’s Chamber of Commerce, U.S. Black Chambers, Inc. (U.S.B.C.), U.S. Women’s Chamber of Commerce (U.S. WCC), and the National Black MBA Association (NBMBAA). Sammi is also a member of the International Coach Federation (ICF) Connecticut Chapter, Inc, the NAACP, and the Black Directory.

#### Sammi sits on the Board of Directors for New Haven Free Public Library Foundation, Clifford Beers Clinic, and Orchard House. Sammi earned a Master’s in Health Care Administration from the University of New Haven and a Bachelor’s in Business Administration / Human Resource Management from York College – CUNY. Sammi is also a certified Six Sigma Green Belt and Notary Public.