



LEADERSHIP BIO

Sam Slaughter

VP OF CONTENT

Sam is the Vice President of Content at Contently and a long-time freelance journalist. He's responsible for content marketing campaigns and partnerships for companies across much of the brand and media spectrum, including Coca-Cola, American Express, Forbes, UNICEF and Atlantic Media. He also runs Contently Media, which was nominated as best new publisher by Digiday in 2014, and is chairman of The Contently Foundation. Sam is a veteran of several news organizations, including Comcast.net, NY1 News and the Providence Phoenix, and writes frequently about the intersection of advertising and journalism, and the emergence of content as an effective marketing tool. He lives in Brooklyn and is the owner of two dumb dogs.