SAM DEMMA

Biography (long)

Sam Demma is an international keynote speaker, 3x author, and the youngest Certified Speaking Professional™ (CSP®) in the history of the National Speakers Association. His message on goodwill, empathy, and leadership has inspired audiences across four continents.

His book *Empty Your Backpack* has sold more than 50,000 copies, and his videos have been viewed over 450 million times online. His latest book, *Return on Goodwill*, explores eight everyday practices for a more human way of moving through the world. Sam has worked with organizations including the PGA Tour, Canada Post, and Taco Bell, equipping leaders with practical strategies to build stronger relationships, create positive workplace cultures, and lead with lasting impact.

What sets Sam apart is his commitment to making every keynote deeply personal. Before each event, he conducts research interviews to understand the organization's people, culture, and goals, allowing him to deliver a special experience. Blending humour, powerful storytelling, and audience interaction, Sam creates an unforgettable performance that leaves audiences inspired long after they leave the room.

Biography (short)

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