

## About the Writer

Samantha Marshall is a New York and Miami-based freelance journalist and ghostwriter with more than 20 years' experience reporting for top business and news outlets around the world. A former staff reporter for the *Wall Street Journal* in Hong Kong and Vietnam, the Pulitzer-nominated journalist has written and published twelve non-fiction books, two of which are *New York Times* bestsellers. All have had stellar reviews.

Her most recent titles include, "Scrappy: Use Everything You've Got, Trust Yourself and Press the Reset Button for Success, the Lolly Wolly Doodle Way," by Brandi Temple (St. Martin's: May 2017), the story of children's clothing e-tailer Lolly Wolly Doodle; "The ADHD Advantage: What You Thought Was a Diagnosis Could Be Your Greatest Strength" by Dr. Dale Archer (Hudson/Penguin: July 2015), a groundbreaking book that busts the myth of ADHD as a disorder; and, "Miss Jessie's: Creating a Successful Business from Scratch – Naturally," by Miko Branch (Amistad: April 2015), which was selected by *Time Magazine* as one of the all-time most inspiring books for entrepreneurs.

Until September 2008, Samantha was a senior staff reporter for *Crain's New York Business*, where she covered international business, education and music. She left to pursue a full-time career in ghostwriting and, when not meeting deadlines for major publishing houses, freelances for *Marie Claire*, *Town & Country*, *Crain's New York Business*, *Forbes*, *The Daily Beast* and *The Huffington Post*.

Born in Kitchener, Ontario and educated in Canada and England, Samantha has enjoyed a long and varied career as a journalist. In 1991, after finishing her graduate degree at the University of London's Royal Holloway College in England, she moved to Hong Kong, where she reported on regional economic and political stories for *The South China Morning Post*. In 1993 she relocated to Cambodia to cover the first UN-sponsored elections for *Reuters*, *The Financial Times*, and *The Observer*. She returned to Hong Kong a year later to join the *Asian Wall Street Journal*.

In 1997, Samantha was assigned to Hanoi, Vietnam, where she served as Vietnam bureau chief for the *AWSJ*. Highlights of her coverage in Vietnam include a page one feature, published in August 1999, about a young Vietnamese woman who was kidnapped and trafficked across the border into China to be sold as a bride. The article was nominated for a Pulitzer in 2000, and won a citation for human rights reporting from the Overseas Press Club.

Samantha holds a Bachelor of Arts degree from University of Western Ontario in Canada and earned a Master of Arts degree in English Literature, with Distinction, from University of London's Royal Holloway and Bedford New College in England.

Throughout her extensive career, the range of topics Samantha has covered has been so diverse it's hard to categorize her as one kind of writer. But her varied repertoire is precisely what makes her stand out. Whether she is covering "fox dung" coffee in Vietnam or hip hop mogul Sean "Diddy" Combs' take on 360-degree marketing in the music industry, she has one rule that never changes: "Always tell a good story."