



Meet Samar Army,

Founder & CEO, Growingly

Samar Army is a global leader in strategy, operations, nonprofit transformation, and community engagement with over 20 years of experience driving high-impact initiatives across the U.S., Sweden, Dubai, Abu Dhabi, and Lebanon. She is a **Dean's List graduate of Harvard University**, holding a Master's in Management and executive credentials in Strategic Management and Business Communications from Harvard, Business Analytics from Cornell, and a Project Management Professional (PMP) certification. She is also a distinguished graduate of the Joint Military Attaché School.

Samar has been **recognized by two presidential administrations**—Dr. Jill Biden as First Lady and Mrs. Karen Pence as Second Lady—for her leadership and advocacy for military families. She played a key role in the **White House's *Joining Forces Initiative***, driving policy changes to amplify the voices of military spouses and service members.

At Naval Air Station Whidbey Island (NASWI), she served as a key leader, advocating for over 10,000 military families across 50 commands. She partnered with **Amazon, Boeing, Microsoft, Starbucks**, and Nordstrom to break employment barriers for military spouses. Her impact earned her recognition on **LinkedIn's *TopVoices* list** for the military community and the title of **NASWI *Military Spouse of the Year***, placing her among the top three Navy candidates nationwide.

As a **U.S. Diplomat in Sweden**, Samar led stakeholder engagement and community strategy, developing partnerships with 45 embassies and directing 26 U.S. Embassy events. A highlight of her tenure was leading a high-profile **"Meet & Greet with Vice President Joe Biden,"** working closely with the White House Protocol and Secret Service. She also led the U.S. Embassy's Community Liaison Office and served on several diplomatic and nonprofit boards.

In **Abu Dhabi**, she managed three **Public-Private Partnership (PPP) projects**, overseeing a **\$35M budget** to develop underserved regions bordering Saudi Arabia and Oman. She improved education quality across 25 schools, led strategic partnerships, oversaw 90 staff, and managed HR initiatives for 254 personnel from 42 nationalities. During her tenure in **Dubai**, she played a critical role in launching a **\$20M national education reform initiative**, overseeing 500 school inspections in record time. Her leadership enabled the program to achieve ISO Certification for operational excellence within just eight months.

Most recently, as **Executive Director of the WhidbeyHealth Foundation**, Samar led record-breaking fundraising efforts, increasing giving by 70%, event revenue by 140%, and corporate sponsorships by 106%. She expanded the donor base by 52%, achieved a 55% donor retention rate, and oversaw 16 restricted funds, allocating \$1.2M in 2023 to enhance care quality. Her strategic digital marketing initiatives drove a 1,750% surge in website views and a 3,800% increase in social media reach.

Now, as **Founder & CEO of Growingly**, Samar leverages her global expertise to help mission-driven organizations scale, diversify revenue streams, and optimize operations. A sought-after strategist and keynote speaker, she has served on **12 nonprofit boards**, overseeing multi-million-dollar initiatives. Recognized for her leadership in empowering communities and driving systemic change, she continues to be a catalyst for organizational growth and impact.