Dr Samantha Hiew is a Multi-Award-Winning Social Entrepreneur, Professional Speaker, Scientist, Women's Empowerment & Intersectional Inclusion Champion

Sam founded the award-winning platform ADHD Girls following her ADHD diagnosis at 40, and swiftly identifying as autistic.

Sam is passionate about reframing the medical labels given to neurodivergents, where we see each individual as more than their diagnosis, through an intersectional lens of culture, class, gender, race, and life stage as a parent.

With a strong background in communications and a PhD in medical sciences, Sam uses science to demystify human behaviour in all sections of life in our modern society and bridges the empathy gap - so we work towards unity within society.

Sam has given Masterclasses and consulted at Meta, SAP, Deutsche Bank, Virgin Active, KPMG, Logitech, Salesforce, Bloomberg, BBC, Oxford University, and brought neurodivergents and the world of work together at the first ADHD Best Practice at Work conference.

Championing and Embedding Intersectional Inclusion

Built on collective insights from the neurodiverse community, Sam champions women's empowerment and intersectional inclusion through storytelling, weaving neuro-, psycho-, and physiological sciences to humanise neurodiversity and intersectionality.

Sam's speeches illuminate the spectrum of human experience and bridge the empathy gap to foster a sense of safety and belonging in oneself and the collective - sparking conversations and igniting positive actions.

Portfolio of Services

- Speech at Landmark Events
- Masterclass
- Panel discussion
- Q&A (Fireside chat)
- Facilitated discussion
- Adviser
- Consulting
- Mentoring
- Podcast (hosting a podcast for clients)
- Neurodiversity & Leadership Programme
- Neuroinclusion Training
- Online learning
- Brand ambassador
- Workshop
- Workbooks/ Worksheets
- Write a report
- Write articles

Work with Us: Contact Samantha at samantha@adhdgirls.co.uk for more information
Popular Speech Topics

1-hour topics (45 mins talk + 15 mins Q&A)
- Neurodiversity & Integration: Bridging Two Worlds
- Humanising Neurodiversity at Work
- Female Neurodiversity at Work
- Intersectionality: Humanising The Diversity in All of Us
- ADHD & Autism Workplace Adjustments and Wellbeing
- Neurodiversity & the Family Life Cycle
- Neurodiversity and Supporting Students with ADHD & Autism at University

30-min topics (25 mins talk + 5 mins Q&A)
- Empowering women with ADHD to thrive at work
- Empowering Female Neurodivergents Paves the Way for Diverse Identities to Succeed at Work
- ADHD & Women: Misunderstood, Misdiagnosed & Moving Forward For Change
- ADHD and Dopamine Hits: How to Balance Life on the Fast Lane

Deep Dive Topics

Interactive Masterclass for Hybrid Events (90 minutes)
- Neurodiversity & Leadership
- Neurodiversity & People Manager
- Neurodiversity: Improving understanding to build inclusion champions
- ADHD, Autism & Women: Misunderstood, Misdiagnosed, Moving Forward for Change
- Science of ADHD

Online Learning on Utopia platform
- Neurodiversity: Creating a Culture where Everyone can Thrive
- ADHD Workplace Adjustments & Wellbeing
- Raising Girls with ADHD: Parents & Carers Guide

Who We've Worked With

- ADHD Foundation
- SAP
- arm
- Virgin
- BBC
- Bloomberg
- BSAVA
- Societe Generale
- D&A Diversity and Ability
- Deutsche Bank
- Fiocast
- Genius
- haysmacintyre
- imf
- Meta
- mia
- NetApp
- Neurodiversity Collective
- Novartis
- PepTalk
- pod POINT
- Obtech
- Aybe
- anicompanies
- SEED TALKS
- Clear Links
- Takeda
- TOSH CAN
- Oxford University
- upimize
- Vattenfall
- Virgin active
- Witch
- Wunderman Thompson
- GitLab
- logitech
- KPMG
- CPD Festival of Work

Featured in
- Forbes
- The Guardian
- BBC Radio Oxford
- STYLIST
- Grazia
- Psychology Today
- Woman's Own
- CorporateLiveWire
- Research Features
- CANVAS8

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Client Testimonials

Sam delivered a powerful presentation to an audience of over 400 employees on the subject of neurodiversity as well as sharing her own moving story. Her passion for championing positive action in neurodiversity combined with her extraordinary authenticity and confidence to share her vulnerabilities is formidable. I have never heard our auditorium fall so quiet as she spoke, nor a round of applause so loud when she finished.

Société Générale

Dr Samantha Hiew supported our business in a speaking event on neurodiversity in the workplace last week. This is a topic earmarked as part of our I&D agenda and to assist the education and awareness of our management team, in support of our people. Wow! What an eye-opening and inspiring piece that has got many a conversation going - exactly what we’d hoped for. Thank you Dr Hiew for sharing your thoughts, recommendations and a truly thought provoking lived experience that many of us can identify with. Definitely recommend!

Virgin Active

“I FEEL SEEN” was the consistent feedback from employees after Sam’s neurodiversity, best practices and misconceptions talk, which is informative and rich in context. In just 1 hour, she will fast-track your learning on this topic. Sam dives deep into the science and brain differences whilst also covering intersectionality and gender equity. She is also very relatable sharing personal stories and bringing to life how neurodivergent people experience in the world which makes the audience feel really seen and heard. She inspires the audience to share their own experiences too which created a great sense of community and buzz but most importantly momentum around advocacy. We love your work Sam!

Logitech

Awards

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