Sam Roddick
GLOBAL HEAD OF DELOITTE DIGITAL

About Sam
Sam is one of the founding partners of Deloitte Digital and leads the organization with his passion for creating better, more sustainable business futures for clients with teams that blend strategy, business, design, creative, and engineering skills. His mission is to create a new type of organization that brings together the creative capabilities of an agency with the business and technical expertise of the world’s leading consultancy.

Before becoming the Global Head of Deloitte Digital, Sam established the UK and EMEA businesses, growing them to $500 million over eight years. Beyond being known for his ability to grow businesses, he’s also a go-to for transformational client work, imagining, delivering, and running complex digital solutions for clients across multiple industries.

He is proud to have delivered the customer engagement platforms that enabled John Lewis to become the UK’s most loved online business (and more recently to trade at near pre-COVID volumes while their physical stores were closed), Virgin Money to achieve their growth ambition, and M&G Prudential to revolutionize the service they provide to their customers and financial advisers. The common thread in all his work? Elevating the human experience.

Sam’s quite tall and walks around a lot, usually wearing AirPods and an ACNE Studios grey cotton sweatshirt. He’s easy to spot but probably in mid-conversation, best start with a wave hello.