



## 2026 Page Annual Conference



### Samantha Stark, Founder and Chief Strategist, Phyusion

As Founder and Chief Strategist of Phyusion, Samantha Stark leads a strategic consulting agency that transforms how communications and marketing teams operate in the generative AI era.

Phyusion helps enterprise teams harness AI to create more impactful communications that drive business results, partnering with clients including New York Life, Citizens, Airbnb, Celsius Holdings, Outdoorsy, and Moody's. Stark brings over 25 years of marketing and communications expertise to this work, gained through leadership positions at firms including Endeavor's 160over90, Ketchum, Burson-Marsteller, and Rubenstein PR, where she shaped strategies for Fortune 100 brands.

Named to PRWeek's AI 25 list and recognized as one of PR News's Top Women in the Industry and Ragan's Top Women in Communications, her work has earned 18 industry awards. Samantha serves on the Board of Trustees for the Institute for Public Relations and directs their Digital Media Research Center, focusing on AI and industry innovations.

She is also an Advisor to Ragan's Center for AI Strategy, helping communications professionals navigate AI's real impact on their work.