



# Samantha Tradelius

**Mother, Wife, Philanthropist, and Entrepreneur.**  
Brutally honest. Fast moving and supporter of all things SHE.

Samantha, a natural go-getter since early on, has always harbored the belief that she was destined for significant accomplishments. With a brokerage license in hand and an innate talent for fostering connections, she embarked on her entrepreneurial journey alongside her husband, establishing Commercial Coverage Insurance Agency (CCIA). From humble beginnings, the duo rapidly transformed CCIA into a highly successful business, boasting an impressive eight-figure valuation.

Currently serving as the Vice President of Operations at LyteSpeed Learning, Samantha channels her deep passion for insurance education, catering to agents and brokers throughout California. This role holds particular significance for her, allowing her to share invaluable real-life insights gained from years of owning her own insurance agencies.

Following her triumph with CCIA, Samantha felt compelled to embrace a passion that had inspired her since a very young age. Intrigued by the stories her grandmother and hero, GG, shared about raising three children as a single mom in the 1950s, Samantha noticed a common thread – her grandmother never mentioned anyone offering help or asking for assistance. Recognizing her grandmother's resilient efforts to provide for her children, Samantha, a self-starter and natural networker, swiftly moved to establish The Sparkle Foundation. This non-profit is dedicated to providing essential support for single women throughout the Bay Area, and the Cities of Los Angeles and Sacramento.

In just a few short years, The Sparkle Foundation has achieved unprecedented success, a testament to Samantha's unwavering determination and passion for giving back to her local community. The foundation supports single mothers and children through various initiatives, including enrichment scholarships for children, a Christmas holiday gift drive, and a back-to-school backpack drive.

In addition to founding The Sparkle Foundation, Samantha established SparkleBiz, offering micro-loans for female-owned small businesses and access to a vast, interconnected network. Since its inception in 2016, The Sparkle Foundation has raised more than \$2 million, served over 10,000 lives with every dollar reinvested in the community.

Never one to rest, Samantha authored and self-published a book, "Impact: Stories of Change Makers, Creators, and Everyday Women Doing Extraordinary Work." She also hosts the growing weekly podcast, InspiHER'd. Samantha's commitment to supporting and uplifting women shines through every project she undertakes, reflecting her enduring mission to make a positive impact in the lives of those around her.

## KEY TOPICS

- Nurturing relationships and creating a supportive community
- How to create a powerful and supported community
- Stepping into who you are and leveraging your unique skills
- How to navigate balance while being a mother and a multi-passionate entrepreneur
- Peeling back the curtain becoming a philanthropist and starting your own non-profit organization

## CONTACT

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