Samantha Carty

Casting & Welfare Executive

Overview & Experience

I am a well established Casting and Welfare Executive with 20 years industry experience casting Fact Ent, Factual, Documentaries, Developments, Digital, Branded Content and Commercials for the UK & international markets. I have a proven track record of heading up first series which have become successful franchises and nominated for industry awards.

Throughout my career, I have collaborated with brands, production companies and broadcasters to develop ideas and secure emerging talent. People and stories are at the heart of everything I do. I am passionate about championing diversity, young voices and undiscovered talent. I have vast experience in creating casting protocols, strategies and action plans for US and UK productions, managing large teams and utilising a creative and innovative approach to delivering a stand out cast. I am a dynamic entrepreneur having founded a successful talent agency called This is Youth and Incoming Films, a Black female led indie creating Fact Ent content with diverse global talent.

Nominated By: Victoria Roye & Lee Hardwicke

I first met Sam on the very first series of The Rap Game UK and was immediately impressed by her incredible work ethic, commitment to finding the best contributors and telling stories that were not in the mainstream on TV. Her commitment to the welfare and wellbeing of her cast was admirable, at a time when the industry didn't always see things as they do now. Above all else her ability to lead and motivate a team and inspire them to raise the bar in themselves is something that continually makes her talent shine through – which she most recently showcased brilliantly on the innovative and much talked about Peacock series, Couple to Throuple. She is in every sense of the word a Breakthrough Leader and truly deserving of a nomination.