



*Our mission is to build violence-free Deaf communities
by promoting awareness, policies, advocacy, safety, justice and healing.*

Storm A. Smith

Conference Keynote Speaker

Storm Smith is a “storm of all trades”, in which her roles change as whimsically as the weather. Currently, she is a Art Director, Filmmaker, an Advocate and dynamic Motivational Speaker. Her heart is set in Southern California, where she was born and raised, and now currently live in New York City.

Storm’s significant work over the years has brought attention to the Executive Vice President and Director of Diversity of BBDO Worldwide, JD Michaels, who has recruited Storm as an Art Director & Creative Resident in Creative Residency. Which makes Storm the first (historically) Deaf woman to be part of the Creative Residency and ever to work for BBDO. BBDO Worldwide is a well known company with impeccable reputation for their award winning work with over 50 companies or clients like Pepsi, Foot Locker, AT&T, Mountain Dew, Pedigree, Campbell’s, and many more. BBDO Worldwide is one of the top advertising agency that received countless honors, recognitions, and awards including Network of the Year from Cannes Festival and Webby.

Her latest [inspiring] work at BBDO she produced with her team It’s Time to Redefine campaign for International Women’s day. It’s a public awareness campaign designed to challenge the definition of “woman” as it currently appears in online dictionary resources. While doing research, Storm came across several negative and dated words and terms in the existing definition of “woman” including terms such as “servant,” “mistress,” and “prostitute.” It’s Time to Redefine was brought to life through a three-pronged approach, including a Public Service Announcement video featuring Akilah Hughes (comedienne), an online petition and a social media campaign featuring women at BBDO who shared what the definition of woman means to them. The campaign video has reached to Google’s attention where the following day after the launch, Google’s definition of “woman” changed and no longer carries the definition “a female paid to clean someone’s house and carry out general domestic duties.” The powerful impact has moved the needle. The campaign has featured in AdAge, Creativity, Campaign US, PR News Wire, The Drum, etc. Storm is continuing to make significant difference within BBDO and across the globe in the advertising industry.

Prior BBDO, Storm served as Creative Video Producer solely for President Roberta J. Cordano of Gallaudet University in Washington D.C. Prior, her experiences under University Communications as a video producer/director and digital media specialist has built up a strong solid visual storyteller for the university’s brand that University President appointed her to serve on team. Storm’s endless contributions and appearances has earned her numerous awards, including a prestigious award from the City of Los Angeles in September 2014, presented by the mayor and city council members, for her dedication and contribution to the Deaf and Hard of Hearing community.

Storm has delivered keynotes, presentations, and other inspirational speeches at schools and numerous universities including: Harvard University, Boston University, University of California, Los Angeles (UCLA), California State University, Northridge (CSUN), Gallaudet University, and Rochester Institute of

Technology (RIT). Her well-respected work continues to build and integrate topics of visual media, culture, disabilities, identities, psychology, wellness and mental health that often provide motivation tools and inspires people to reframe, reclaim and transform their personal and professional lives. Her main goals is to facilitate people to move beyond the society's expectations and reach within to their highest level of self-knowledge with their identity while living an authentic creative life.

Storm graduated with a Bachelor of Arts degree in Psychology from Gallaudet University and a Master of Arts degree in Media Entrepreneurship from American University.

The world is that big as Storm always carries this philosophy: Fear less, just be. We can be anything and anywhere we want as long we take adversities as our tools to succeed, not to prevent us from doing so and know who we are.

Storm was featured in Popsugar, Billboard, and CampaignUS.