

# Stanford

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## Samuel Seidel

Adjunct Professor  
Hasso Plattner Institute of Design

### Bio

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#### BIO

Sam is the K12 Lab Director of Strategy + Research at the Stanford d.school, and co-author of *Creative Hustle* (Ten Speed Press, 2022), *Changing the Conversation About School Safety* (Stanford d.school, 2022), *Hip Hop Genius 2.0* (Rowman & Littlefield, 2022), and *Hip Hop Genius: Remixing High School Education* (Rowman & Littlefield, 2011).

He speaks internationally about education, race, culture, systems, and design.

Sam graduated from Brown University with a degree in Education and a teaching certification, was a Visiting Practitioner at Harvard Graduate School of Education, a Scholar-in-Residence at Columbia University's Institute for Urban and Minority Education, and a Community Fellow at the Rhode Island School of Design.

#### ACADEMIC APPOINTMENTS

- Adjunct Professor, Hasso Plattner Institute of Design

#### LINKS

- d.school K12 Lab: [K12Lab.org](https://K12Lab.org)
- sam seidel is...: <https://www.samseidel.is/>
- Hip Hop Genius: Remixing High School Education book: <https://hiphopgenius.org/>
- LinkedIn profile: <https://www.linkedin.com/in/samseidel>