

SAMANTHA RADOCCIA

Anthropologist working on perceptual security and illicit economies. Field research in Peru, Mexico, Ecuador, Colombia, Israel, and inside two persistent virtual worlds. Named inventor on four granted US patents in identity and provenance.

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RESEARCH INTERESTS

Perceptual security: how synthetic media and cognitive manipulation alter what individuals and institutions are able to treat as real. Convergence in illicit economies, where trafficking, laundering, and contraband share corridors and infrastructure. Provenance and authentication of physical and digital objects. Identity formation in simulated and virtual landscapes. National myth and collective consciousness.

EDUCATION

2013	MA, Media, Culture, and Communication: Technology & Society · New York University Thesis: <i>iCreated a Monster: Consumer Alienation and the Corporate Alien-Nation in the Digital Age</i>
2011	BA, Anthropology and English (Linguistics) · Colgate University

FIELDWORK

2024 – PRESENT	Mindo, Ecuador State actors and infrastructure in illicit economies: how public institutions and physical logistics are co-opted or captured.
2023	Medellín, Colombia Use of marketplace dating applications by transnational organized crime groups for recruitment and targeting. Platform ethnography and offline follow-through.
2022 – 2023	Pisac, Peru and the Yucatán, Mexico Convergence in illicit trade: where human trafficking and forced labor, money laundering, and contraband movement meet in the same corridors and the same local economies.
2020 – 2024	SamRad.AI · autoethnography Built a working cognitive, vocal, and visual likeness of herself, trained on fifteen years of her own commonplace books, published writing, and public output, then studied what it was able to do: hold opinions on material it had never seen, and convince colleagues and family on a video call. The most capable version was withheld from release. The project produced the questions that became her work on perceptual security.
2020 – 2021	Discord · virtual Cognitive and narrative attack vectors through perceptual communities of practice. Case study on Pastel QAnon.
2009 – 2010	Israel Independent research on the role of national myth in establishing collective consciousness and identity.
2009 – 2010	Second Life · virtual Constructing Identity in Virtual and Simulated Landscapes: an ethnography of Second Life. Among the first anthropologists to conduct sustained participant observation inside a persistent virtual world.

CURRENT PRACTICE

2025 – PRESENT	Co-Founder, Illicit Shadows, LLC · Washington, DC Investigative documentary series on illicit economies, with David M. Luna. Custodian of MISTIC (Illicit Shadows Media, Technology, and Innovation Convergence), an institute mapping the convergence of organized crime, emerging technology, and global threat networks, and home to Project Helix, an AI-based predictive convergence system. Partners: International Coalition Against Illicit Economies and RADOc. Briefings, 2024 to present: MISTIC findings on convergent crime, illicit finance, and synthetic media presented to delegations at the UN General Assembly, the OECD, and INTERPOL.
2011 – PRESENT	Founder, RADOc and Sam Rad Media Media studio working in narrative futurism and producing Illicit Shadows (RADOc, founded 2024), and the speaking practice through which Sam has keynoted on five continents to governments, Fortune 500 companies, trade associations, and international organizations (founded 2011).

PUBLICATIONS

2025	Radical Next: Reclaiming Your Humanity in a Post-Human World · #1 bestseller
2019	Bitcoin Pizza: The No-Bullshit Guide to Blockchain · Lioncrest · #1 Amazon bestseller on release
2017 – 2021	Contributing writer, Forbes . Over fifty pieces on emerging technology and society. Also Fast Company, Worth, HuffPost, Inc., IBTimes, CoinDesk.
ONGOING	Curated primary-source guides on AI-driven fraud, clinical AI, and provenance.

CITED IN

REGULATOR	US Securities and Exchange Commission · Commissioner Hester M. Peirce, remarks before the Small Business Capital Formation Advisory Committee, 8 May 2020.
REFERENCE WORK	The Routledge Handbook of Artificial Intelligence and Social Sciences · Routledge
ACADEMIC PRESS	Regulation of Cryptocurrencies and Blockchain Technologies · Rosario Girasa · Palgrave Macmillan
CASE STUDY	Rethink: Smashing the Myths of Women in Business · Andi Simon · a chapter-length case study on Sam
JOURNAL	Journal of Space Law
WORKING PAPER	■elebi■ et al., <i>Impact of Blockchain Technology on the Payment Management Systems</i>
PATENTS	Forward citations to US 11,354,676 and US 10,210,527 in subsequent filings

INVENTION AND STANDARDS

US 11,354,676 B2	Open Registry for Identity of Things Granted 7 June 2022. First-named inventor. Assignee Chronicled, Inc.
US 10,210,527 B2	Open Registry for Identity of Things Including Social Record Feature Granted 19 February 2019. First-named inventor.
FILED 2017	Open Registry for Provenance and Tracking of Goods in the Supply Chain
FILED 2017	Open Registry for Human Identification
ALSO FILED	US 11,113,699 B2 and US 11,107,088 B2, continuations granted 2021 · Including Sealed Materials · Including Item Location Feature · Including Tamperproof Tags
STANDARDS	Early protocol work at Chronicled, open sourced into the Ethereum standards, predating and paralleling ERC-721.

VENTURES AND APPOINTMENTS

2016 – 2023	Faculty, Singularity University · Santa Clara, CA Designed and delivered executive innovation programs on technological, socio-cultural, and geopolitical convergence. Built workshops and prototyping formats used at global summits, and ran foresight sessions for Fortune 100 leadership teams on distributed ledgers, machine learning, advanced manufacturing, and extended realities. Built: executive program curriculum · prototyping and foresight workshop formats · keynote practice to audiences of 3,000+
2020 – 2022	CEO & Co-Founder, NYOUM Ltd · London Founded and led an applied AI company from zero to product. Built YOUM.AI, an AI-native video communication platform, and the research function behind it: natural language processing, large language models, machine translation, speech and facial recognition, and biometrics. Hired the team, set the research agenda, took the product to market in the US, then led the pivot and the handover to a regional CEO. Built: an AI research function from scratch · one platform to market · the pivot decision and succession
2014 – 2019	Co-Founder, Chief Product Officer, then CMO, Chronicled · San Francisco Venture-backed enterprise software company, \$30M+ raised, 50+ staff. Founded the company's innovation infrastructure: the Blockchain × IoT Laboratory, the Enterprise Protocol Lab, and Blockchain for Better. Evaluated 1,500+ use cases across consumer and enterprise markets, incubated 20+ industry ecosystems, and brought 10+ products to market across authentication, cold chain, secure sealing, and track and trace. Built the MediLedger network (Pfizer, Genentech, AmerisourceBergen, McKesson, Cardinal Health) and Responsible Gold. Founding member of the Enterprise Ethereum Alliance, Trusted IoT Alliance, and MOBI. Educated 250+ Fortune 500 C-suite executives and board members. Hired the initial team of 50+ designers and engineers, and acquired an additive manufacturing company to bring hardware in house. Illicit markets addressed: counterfeit pharmaceuticals and diverted product, counterfeit luxury goods and apparel, illicit precious metals and minerals, gray-market automotive parts, and food fraud.
2011 – 2014	Founder & CEO, Stunable · New York Built machine-learning recommendation systems for e-commerce, including the first-of-its-kind “fashion genome project” mapping consumer taste. Pioneered single-click inventory integration; the synchronization engine was used by 10,000+ merchants. Raised the funding, ran the company, and negotiated a multi-year docuseries contract with NBC as part of go-to-market. Built: a taste-mapping ML system · an inventory engine at 10,000+ merchant scale · a network television partnership
2011 – PRESENT	Founder, Radical Next · R&D; lab An innovation vehicle for work with Fortune 500 companies, startups, non-profits, and governments. Projects: decentralized manufacturing and IP storage with 3D printers for a Fortune 100 industrial manufacturer; values and ingredient-based recommendation with decentralized shopper data for a global consumer goods company; identity and currency deployment in a Venezuelan and Brazilian refugee camp; secure file storage for journalists and sources in conflict zones; tracking of volatile substances and chemicals for a Fortune 50 energy company and a global oil major; autonomous vehicle delivery and authentication; large-scale virtual world architecture and asset protocol for a blockchain gaming platform.

TRAINING AND CERTIFICATION

2025	Cybersecurity · Google
2024	Open-source intelligence · Bellingcat
2013	Software engineering · Flatiron School
2012	Organizational behavior · King's College London

ADVISORY

UNITED NATIONS	Emerging technology and illicit trade
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WORLD ECONOMIC FORUM	Blockchain and supply chain provenance
FEDERAL RESERVE BANK	Distributed ledger applications in payments
OECD	Counterfeit and illicit market data

AWARDS

2019	Newsweek Blockchain Impact Award · to Chronicled for MediLedger
2017	Forbes 30 Under 30 · Enterprise Technology

SKILLS AND METHODS

TECHNICAL	AI and large language models · agentic design · natural language processing · distributed ledgers and applied cryptography · Python, Ruby, Solidity, JavaScript · IoT and hardware design · additive manufacturing
METHOD	Ethnography and participant observation · open-source intelligence · foresight and scenario work · product and protocol design
CERTIFICATIONS	EMT-B and remote EMT · skydiving license · student pilot · advanced open-water diver
EARLIER	Competitive skydiver, Connecticut Parachutists, 2006–2010: 700+ jumps, four-way formation, competed internationally. Assistant Director, <i>Othello</i> , Theatre for a New Audience, 2009.