

froehlich

MANAGEMENT

vita sam shingler

DIRECTOR

Sam is an award winning film director based in Helsinki, Finland. He has more than 15 years' experience of directing commercials, documentaries, corporate films, music videos and short films - internationally and in his native Finland. His clients over the years include such brands as Ikea, Mercedes Benz, Nickelodeon, Finnair, Pepsi Co, Lidl, Nokia, Santander, Sol Beer and WWF, just to mention a few.

Before becoming a full time director, Sam was honing his visual skills as a digital artist and post production supervisor. His expertise - and experience - in CG has been extremely helpful throughout Sam's career as a director.

In addition to CG, Sam has a background in music. He has been writing and performing music since the age of 12, and continues to do so even today, time permitting. In 2020, he released his first ever solo album. Quite naturally, music and sound have been equally prominent in Sam's work as a director.

Sam is half-Finnish, half-British, meaning English is his other native language. He is a father of two crazy kids (11 and 7), and enjoys working with children of all ages (and other creatures). The little free time that he has beside work and family, Sam spends making his music, hiking, reading and developing himself (and occasionally watching football).

CLIENTS: FinnAir, Ikea, Nokia, Lidl, Jaffa, Finnish Railways and many more