



# SAM WILLOUGHBY

Talent Profile



An Olympic silver medallist and two-time BMX World Champion, Sam Willoughby has an inspirational story unlike any other Australian sports person.

**DATE OF BIRTH**

8/15/91

**TEAMS**

Australian BMX Team

**CAPABILITIES**

Ambassador  
Social Media  
PR Campaign  
Appearances  
Keynote  
Guest Panellist

**INTERESTS**

Leadership  
Family  
Animals  
Health & Nutrition  
Wellbeing

## BIO

Sam Willoughby was born and raised in Adelaide, South Australia. Showing great interest and determination in BMX racing from a young age, Sam took out his first Junior World Title in China in 2008. The year also saw Sam record wins across Australia, New Zealand and the United States, all while completing his year 12 studies. In April 2011, aged 19, Sam won the BMX Australia National Championship Final. His great form throughout the 2011 season helped lift Australia to the highest ranked BMX nation in the world. Sam's transition to the senior ranks was complete, crowned UCI BMX World Champion. Months later, at the 2012 London Olympic Games, Sam fought his way through the heats and semi-finals to take home an historic silver medal, finishing less than half a second behind gold and becoming Australia's first ever BMX Olympic medallist.

Sam went into the 2016 Rio Olympics as one of the favourites clocking some of the fastest times in the heats, but a slight hiccup on the first jump pushed Sam well back in the field and he was unable to make up the lost positions finishing in 6th place. At the top of his game one month after the Rio Olympics, Sam tragically suffered a horrific spinal injury putting an end to his sensational racing career. Initially, Sam was paralyzed from the chest down however his recovery since that moment has been nothing short of inspiring.

Through perseverance and determination, Sam was able to walk down the aisle to marry the love of his life, fellow Olympic BMX racer Alise Post, just over one year after his accident. Sam has since returned to the BMX track to coach Alise, who is the current world champion and medal favourites heading into the Tokyo 2021 Olympic Games.

**SOCIAL MEDIA MARKERS**

20K+

**INSTAGRAM FOLLOWERS**

12.50%

**ENGAGEMENT**

10K+

**TWITTER FOLLOWERS**

## CAREER HIGHLIGHTS

2008 - 2009 Junior World BMX Champion  
2009 & 2012 Elite World Cup Champion  
2010 USA BMX National Champion Pro  
2012 - 2013 USA BMX National Champion Pro  
2012 & 2014 Elite World Champion  
2012 London Olympic Silver medallist

## TESTIMONIALS

“Well, I have seen a lot of things in my time, made a lot of speeches and listened to ten times as many. I can sense a room is lost before its lost and I can feel when a room is mesmerized and engaged. From start to finish this young man had them engaged and mesmerized, he made them laugh a few times and he made them cry a lot. And more than anything he made them question! Andy Kay Head of Olympics and Commonwealth Games General Manager, Seven Adelaide ”



To request more information about  
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“ Embrace the Struggle ”

SAM WILLOUGHBY