

Tracey Segarra

“NOW YOU’RE TALKING!” A STORYTELLING SHOW

Tracey Segarra launched her career in New York City as a reporter and editor for local newspapers and national wire services, interviewing assorted politicians, celebrities and criminals. In 2003, she decided to move her career more towards the marketing sector.

Since 2010, Segarra has overseen the marketing department at Margolin, Winer & Evens LLP, a top 100 accounting and business-consulting firm headquartered in Garden City, New York. In 2014, she discovered live storytelling via The Moth Radio Hour, and started performing her own true stories at open mics and curated shows all over New York City. Segarra has appeared on The Moth Radio Hour on NPR, the Story Collider and Risk! live show and podcast. She is a 3-time New York City Moth StorySLAM winner, a Moth GrandSLAM champion and the host of a storytelling show based on Long Island, “Now You’re Talking!”

In her spare time, Segarra enjoys giving workshops to organizations, schools and individuals to teach

them how to create effective, compelling stories.

Who was most influential in advancing your career? How did he or she impact you, and what did you learn from him or her?

Gloria Cooper, the former managing editor of Columbia Journalism Review. She hired me as an assistant, published my first bylined article and was as overjoyed as I was when I left to become a reporter. At every stage of my three careers, she’s encouraged and believed in me 100 percent, giving me the courage to dream ever bigger dreams. She taught me to find my passion and then chase it.

What advice do you have for women aspiring for leadership positions?

Find something to be passionate about in your work, and then give it 1,000 percent of your energy. Be authentic, forthright and kind. Mentor younger women and men and teach them how to recognize what they are capable of and to believe in themselves.



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