Samer Nasser’s role as Executive Director of the Press Credentials Office for the City of New York in the Eric Adams Administration is integral in supporting the city's media economy. Leading the Press Credentials Office, Samer ensures the integrity of NYC's press card process by developing operational policies and providing guidelines to journalists and news organizations. As part of Samer's commitment to the PCO, she collaborates with key entities such as the Center for Communication, the NYC Ethnic and Community Media Group Office, and the Newmark Graduate School of Journalism at CUNY.

With over two decades in broadcast journalism, Samer's expertise was honed at CBS News as a National News Producer, overseeing editorial elements for prominent programs. Her career includes roles such as International News Editor at Al Jazeera America and Business News Desk Manager at Fox Business Network. A native New Yorker and first-generation Arab American, Samer, fluent in Arabic, holds an MBA in Media Management and Marketing from Fordham University, complemented by a BA in Journalism and Education from New York University.