

# From Silicon Valley to Soul Sparks: Deepika Sandhu Builds a New Kind of Publishing Enterprise

*Former Silicon Valley Executive Expands Soul Sparks Press Beyond Books Into Film, TV and a Storytelling Ecosystem Built to Impact 1 Million Lives*

SAN FRANCISCO, CA, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- Deepika Sandhu is applying more than two decades of corporate experience to an industry built around something deeply human: stories.

Since founding Soul Sparks Press in 2024, the former Silicon Valley executive, award-winning author and entrepreneur has signed more than 125 authors, building a rapidly growing independent publishing company around a mission to “spark one million souls, one story at a time.”

The company represents the convergence of two worlds Sandhu knows well: the systems-driven, results-oriented culture of Silicon Valley and the transformative power of storytelling.

Before becoming a publisher, Sandhu spent more than 20 years building a corporate career, developing expertise in strategy, pricing, systems and execution. After decades of pursuing traditional markers of professional success, however, she began questioning whether the life that appeared successful on paper was still aligned with the life she wanted to live.

That personal reinvention became the catalyst for her bestselling, multi-award-winning book, *Hello Universe, It's Me: How I Scheduled a Breakdown and Manifested a New Life (and You Can Too)*, which received recognition from the Nautilus Book Awards, Global Book Awards and International Impact Book Awards.



Deepika Sandhu, Founder & CEO, Soul Sparks Press

Publishing her own story also changed Sandhu's understanding of what a book could become.

Sandhu began seeing books as vehicles for credibility, visibility, connection, legacy and opportunity. She also recognized how many people carried meaningful stories without the knowledge, confidence or infrastructure to bring them into the world. This understanding became the foundation for Soul Sparks Press.

Founded as a bespoke publishing house, the company blends professional publishing support with greater autonomy for authors, who retain ownership and royalties over their work. Its model increasingly extends beyond producing a finished book to helping authors consider how their intellectual property can build authority, expand audiences, create media opportunities and support larger personal brands.



Deepika Sandhu, Author, Barnes & Noble, The Grove, Los Angeles

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*Deepika Sandhu*

“I don't believe publishing a book should be the finish line,” Sandhu said. “A powerful story can become a conversation, a platform, a film, a movement or an opportunity that changes someone's life. Soul Sparks was built to help authors think beyond the book and understand how far their stories can travel.”

The model has fueled rapid growth, expanding Soul Sparks Press's author community across the U.S., Canada and Europe since its 2024 launch.

Sandhu has also used publishing to elevate stories that have traditionally remained untold or culturally taboo. As

co-editor of *The Desi Divorcee*, she helped create an anthology centered on South Asian women navigating divorce, identity, cultural expectations and rebuilding their lives.

For Sandhu, storytelling is both enterprise and impact.

The progression from executive to author, author to publisher, and publisher to multimedia storyteller reflects a larger vision for Soul Sparks Press. Along the way, Sandhu has brought that message to stages and summits across the country, speaking about personal reinvention, living on one's own terms and creating new possibilities beyond traditional definitions of success.

Her vision is now extending beyond the bookshelf. Through Soul Sparks TV, Sandhu has created another platform for authors to share the people and experiences behind their books, allowing their stories to reach audiences through a new medium. Her podcast series, *Become the Author Your Future Self Is Waiting For*, similarly helps aspiring authors overcome fear, identify the purpose behind their books and consider their stories as part of a larger legacy.

In that vision, Sandhu embodies what it means for a book to be just the beginning, demonstrating how the stories and ideas that begin on the page can extend into podcasts, television, speaking and digital media.

That evolution has now taken her into film. Sandhu serves as a creative producer and featured expert in the 2026 documentary *Pillars of Power: The Hidden Secret Behind Achieving Greatness*. The film explores money, relationships, health, mental wellness

and spirituality and features seven experts from the global phenomenon *The Secret*, including Jack Canfield, Rev. Michael Beckwith, Lisa Nichols, Dr. Joe Vitale, Marie Diamond, Dr. John Demartini and John Assaraf.



Deepika Sandhu, Speaker, The Unicorn CEO Summit



Deepika Sandhu, Producer & Featured Expert, Pillars of Power Film

Sandhu's Silicon Valley background has become an important part of that expansion, informing how she develops author pipelines, builds publishing systems, positions intellectual property and creates platforms capable of carrying stories across multiple mediums.

Yet for all the business infrastructure surrounding Soul Sparks Press, Sandhu continues to measure its ambition in human terms: one million souls sparked.

The goal reflects her belief that one story can influence a reader, inspire a different decision and perhaps give someone else permission to share a story of their own.

More than two years into that mission, Sandhu is building something larger than a publishing company: a storytelling enterprise designed to turn individual stories into influence, opportunity and impact — one million souls at a time.

#### About Deepika Sandhu

Deepika Sandhu is the CEO of Soul Sparks Press, a six-time award-winning, bestselling author and film producer whose work helps people awaken their inner truth and live in soulful alignment. As a featured expert and producer in the film Pillars of Power, she brings lived wisdom and practical insight to the global conversation on conscious leadership, mindset and spiritual growth. Through her publishing imprint, Soul Sparks Press, and her one-on-one work, she helps people rewrite the inner stories that hold them back and live the life they were born to lead. To learn more, visit [SoulSparksPress.com](https://SoulSparksPress.com).

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