

A portrait of Amber Swenor, a woman with short, spiky blonde hair, smiling and wearing large gold hoop earrings and a black lace top. The background is a dark, textured blue.

AMBER SWENOR

Transformational Leadership Coach, Business Strategist, Authenticity Expert, Musician & Best-Selling Author

**ENGAGING, TRANSFORMATIVE, ACTIONABLE
TALKS FOR PROFESSIONALS AND LEADERS**

About Amber

Amber defies norms as a heart-centered, heavy-metal musician, business strategist. But, it's her ability to foster connection and facilitate transformation that makes her work relatable and impactful with audiences.

Amber's experience and challenges as the first generation in her family to graduate high-school (then also college), being the front person in a metal band, and navigating the struggles to "be yourself," while also "belonging," are central components to her message that help everyone in their journey with authenticity while also belonging.

She guided her first business, an award-winning brand strategy and marketing agency, to over \$1M/year revenue in under five years. She's worked with hundreds of startups, small businesses and organizations locally and globally and is a global communication and leadership trainer with Vital Voices VVGrow fellowship program.

As a transformation strategist working at the intersection of people and strategy, Amber is committed to helping people understand the direct link between authenticity and success. Her zone of genius is helping teams see a vision, and have a clear roadmap to create it into existence.

Areas of expertise: personal development, brand strategy, communications, organizational culture, sales/marketing, leadership and business strategy.

She facilitates audiences to gain clarity, embrace authenticity and take aligned action to become more effective leaders and create lasting change.

Amber is a certified transformation coach and retreat leader, founder of Soul Seed providing leadership coaching and business strategy. She's the front person in metal band, Morningstar. Her book "Unleashed" is a #1 Wall Street Journal bestseller and named 2023 most inspirational book of the year.

Popular Themes

- Leadership Legacy
- Clarity
- Communication
- Navigating Change
- Build a Leadership Bench
- Authentic Leadership
- Confidence
- Women's Empowerment & Women in Workforce
- Authentic sales & marketing
- Brand Growth Strategy
- Personal Brand
- Resilience & Change
- Managing overwhelm/burnout
- Transformational leadership

Popular Keynote

Becoming Unleashed: Uncover your authenticity, unlock your growth opportunity and unleash your leadership legacy

Popular Breakout Topics

- Develop your Brand
- Creating alignment across life and career: Align values, reduce overwhelm, expand leadership
- Stop Selling, Start Serving (heart-centered sales)
- Building a Values-Based Culture

"Weeks later our members are still talking about how impactful your talk was, how it helped them see themselves as a brand, and how they are putting it into action!"

-Catherine Krein, Marketing & Communications Director for American Association of Daily Money Manager

"Amber had the audience singing, clapping and very involved! It was an empowering talk! She is such a fun business speaker!"

-Alex M, Media Management Professional

"Amber had this special way of making everyone feel included in her talk! I learned so much about brand building, the importance of company values, and how to create a meaningful customer experience. She inspired me to think about how to put these ideas into practice in my own business."

Sandy Joudrey, Real Estate professional

Working in city government, we don't tend to think of ourselves as a brand, however, after attending one of Amber's recent talks, I learned the importance of creating core values and defining your brand for any company or organization. I took what I learned in this talk and brought it back to my team and thanks to Amber's teachings, we are now moving forward with defining our organization's values and brand, which will help us have a united foundation as we move forward in our work! If you want your organization or company to thrive in today's world, I highly recommend hiring Amber as a speaker or business coach!"

*--Corie, Communications Manager
City of DeForest Wi*

"You've inspired me to think differently... I am so moved by how different I feel about the prospects for my life within just days since your talk!"

-Attendee from a conference in 2022



Booking Information



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