



AMBER Swenor

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

With 20+ years experience as an **international speaker**, **business owner**, and **business strategy consultant** Amber defies norms by seamlessly blending the worlds of heavy-metal music and business strategy into a compelling message of authenticity and belonging.

With her award-winning brand strategy agency, she helps leaders and teams to **unleash success by aligning the power of their people with their business growth strategy**.

Through this work she's helped propel startups and organizations to success, including growing her own business to over \$1M/year in less than four years. Her role as a global communication and leadership trainer underscores her expertise in driving meaningful change.

Beyond professional accolades, Amber is a certified transformation coach, retreat leader, and the front person of the band Morningstar. Her book "Unleashed" has touched countless lives, earning recognition as a **Wall Street Journal bestseller** and the most inspirational book of the year in 2023.

Amber's experience as the first generation in her family to graduate high-school and college, being a multi-creative, and navigating struggles to "be yourself," while also "belonging," are central components that audiences relate to. Her ability to **foster connection** and **facilitate transformation** makes her work impactful with audiences.

Whether you're looking to **unlock your full potential**, grow revenue, or embody transformative change, Amber's energy and expertise empowers individuals and teams to embrace authenticity, **catalyze impactful leadership**, and achieve tangible, sustainable results.

BOOKING INFO



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CONNECT ON



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You moved something within me! Thank you so much for helping me to see something bigger within myself.

VALERIE HAMSTRA, SENIOR ADVOCATE

CORE THEMES

- ✓ Authenticity
- ✓ Brand Strategy & Personal Brand
- ✓ Confidence
- ✓ Culture
- ✓ Personal Transformation & Leadership
- ✓ Resilience, Perseverance & Determination
- ✓ Values



“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!



SIGNATURE TALKS

- ✓ Becoming Unleashed: Live & Lead Authentically
- ✓ Crafting Your Leadership Legacy
- ✓ Creating Alignment Across Your Life & Career
- ✓ Sell by Serving: Define, Differentiate, Deliver
- ✓ Unleash Your Authentic Brand
- ✓ Unleash Your Authentic Leadership Style
- ✓ Unleashing Sustainable Brand Growth



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Video Examples

YouTube: Amber Swenor
Business Speaker

