

AMBER swenor

Authentic Leadership - Purpose-Driven Growth - Future-Ready Teams



Authentic Leadership
Under Pressure,
Business Strategist,
Musician & WSJ
Bestselling Author

SEE AMBER SPEAK

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Seeking a speaker who turns authenticity into action and leaves audiences empowered to lead boldly?

Amber Swenor is a transformational leadership strategist, speaker, and Wall Street Journal bestselling author who helps leaders and teams **strengthen confidence, culture, and change readiness** by **aligning identity with leadership**. Her work bridges the inner world of who leaders are with the outer demands of growth, performance, and impact, without burning out or selling out.

With 20+ years experience across marketing, media, sales, and leadership development, Amber founded an award-winning brand and leadership strategy agency, growing her firm to over \$1M in annual revenue in under four years. Through that work, she saw a common leadership breakdown: **leaders abandoning themselves under pressure**.

That insight led to her signature frameworks, including Authentic Intelligence and the Culture Code Blueprint, practical tools that help teams **turn values into lived behaviors**, improve collaboration, and make better decisions. Amber doesn't just inspire, she equips leaders to create measurable results through clarity, trust, and alignment.

Amber brings a rare presence to the stage as the front-woman of the metal band Morningstar. This blend of **executive-level strategy meets rockstar energy** creates immersive, interactive experiences audiences remember. Participants leave energized, grounded, and equipped with tools they can immediately apply.

First in her family to graduate high school and college, Amber's story reflects the resilience and self-trust she now helps others reclaim. From small-town Wisconsin to global stages, her message is clear: **pressure doesn't break leadership — losing yourself under it does**.

Planners book her for her presence.
Leaders trust her for her insight.

Audiences remember her because she helps them **stop performing and start leading from who they really are**.

“Amber motivates a room in an upbeat way. I'm so pumped up by her energy and the life she brought to our conference! I highly recommend hiring her for your next event!

Sandy Joudrey, Event Planner, SWIRE Real Estate Professionals Conference

SIGNATURE TALKS

- ✓ **Power Teams Unleashed! Collaborations that Rock** (*culture*)
- ✓ **Authentic Leadership Unleashed! Level up without Burning out or Selling Out** (*confidence*)
- ✓ **Change Unleashed! Authenticity as your Strategic Leadership Advantage** (*change readiness, leadership under pressure*)
- ✓ **Lift as You Climb: Leading with Purpose, Connection, and Collective Impact** (*purpose driven leadership*)



Amber Swenor is a powerful, authentic, and clear speaker. Her storytelling capabilities are top-notch, and she has a natural magnetism that pulls every audience member into the weave of the experience she creates from the stage. She is a consummate professional and a joy to work with. If you are looking to uplift the quality of your event, you should definitely hire Amber.

Aleya Harris, SPEAK: She, Event Producer



CORE THEMES

- ✓ Authentic Leadership
- ✓ Change Readiness & Leadership Under Pressure
- ✓ Emotional Intelligence
- ✓ Values-Based Company Culture & Team Alignment
- ✓ Identity Driven Leadership & Decision Making



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