

Amber Szwed

Business + Brand Strategist
Musician

Amber is a high-energy speaker and trainer who leads with values for passion in work, and authenticity in life. She's the founder of Strategic Partners, an award-winning business coaching, brand strategy and marketing firm that helps purpose-driven people and companies to become their best through authentic business development, and marketing strategies. She's also the founder of Impact Academy, providing coaching, retreats and online programs to help people live their most authentic lives by getting clarity for their dreams and creating strategies to go for them.

She helps heart-centered coaches, sales-people, service providers, healers and creatives to build businesses that are authentic to them, and are both impactful and profitable.

She's a 2019 Goldman Sachs 10,000 Small Businesses Graduate, 2018 Vital Voices International VVGrow Fellow, 2018 Madison Magnet Super Connector finalist, 2017 Brava Magazine Woman to Watch, 2017 Young Athena Award Finalist, 2017 In Business Magazine 40 under 40. When she's not speaking on stages or strategizing with clients, you'll find her rocking with her band, Morningstar.

Her ability to simplify a topic, with actionable takeaways, empowers audiences to take action and make meaningful strides in their businesses and lives. She does all of this while making it fun.



Popular Speaking Topics

- Developing your Brand Personality (directed toward companies or individuals)
- Stop Selling, Start Serving
- Marketing in the Experience Era
- Building a Values-Based Culture to Thrive in the Experience Era
- Unleash your Authenticity, live a life you love
- Marketing to Millennials
- PR Yourself

“Amber's strategies on branding were simple and actionable. I wrote down so much.”

“Amber's presentation was high-energy, interactive, and engaging. She was knowledgeable, experienced, and had a sense of humor. I wouldn't change anything about it.”