

AMBER HURDLE SHARPENS BRANDS WITH HER “VELVET MACHETE”

Award-winning entrepreneur empowers companies to attract and retain top talent by strengthening brands from the inside out.

In a market where companies are fighting for talent, having a ‘best places to work’ environment is no longer a ‘nice to have’—it is a must-have,” says Amber Hurdle, founder and CEO of the Nashville-based powerhouse Amber Hurdle Consulting.

“Despite popular belief, you don’t need jazz hands and fireworks to win the talent war. The current workforce expects to find great meaning in their work and must see how their contributions tie into the big picture,” Hurdle notes. “My team helps companies match talent to business goals—and when the right people are in the right positions, everybody wins.”

Hurdle’s winning approach to talent optimization is rapidly gaining recognition in the Nashville business community. This year alone, the Nashville Business Journal awarded her a “40 Under 40” recognition, and the Nashville Area Chamber of Commerce named her among the Nashville Emerging Leaders, where she won in the Business Services category. Her clients include large brands such as FedEx Ground, Mars, Inc., and Stella & Dot, as well as small to medium-sized businesses who want to play big.

A former teen mom turned award-winning businesswoman—whose client list includes international celebrities and Fortune 100 companies—Hurdle credits her success to one quality.

“Tenacity served me as a teen mom, in corporate, in government, as an entrepreneur, in relationships, in volunteer work, and beyond. I believe that anyone who simply does not give up wins in the end,” she says.

Far from giving up, Hurdle is giving Nashville businesses



and beyond the opportunity and tools to attract and retain top talent by strengthening brands from the inside out.

“Our priority is mapping our clients’ people strategies to their business strategies,” she says. “I’m confident that when we work with leaders on their personal brands they become self-aware and can see and harvest the greatness

in others. Then, we show them how to use a scientific, repeatable method to recruit, retain, and inspire top talent, amplifying world-class employer brands. The beauty is when you leverage strong leaders and a strong culture, you experience happy employees serving happy customers, ultimately elevating your business brand and the bottom line.”

ACCOLADES AND CERTIFICATIONS

Nashville Emerging Leader Award, Business Services Category

Nashville Business Journal 40 Under 40

Predictive Index Certified Partner

Fascination Advantage Assessment Certified Advisor

Change Cycle Certified

National Speakers Association Member

Associate Certified Coach

The Velvet Machete

“With my clients and audiences, I use and teach my Velvet Machete™ approach,” Hurdle explains. “Velvet Machete began as a nickname a client gave me long ago because he said I ruthlessly told him the truth, and yet he kept coming back for more because such honest feedback served him well.”

For Hurdle this means being extremely direct, while wrapping her message in an appealing way.

“The machete cuts to the chase, while the velvet wraps the message in a way that feels good to the intended audience,” she notes.

And the truth Hurdle tells is straightforward: “Strong personal brands lead strong employer brands—which in turn deliver strong business brands.”

Hurdle may sell branding, but she delivers confidence with a Velvet Machete edge.