

## WHO WE ARE

We are strategic alignment experts powered by passion and fueled by experience. A boutique consulting firm with clients since 2009. Full service professional services firm since 2021.

Woman & Minority Owned small business professional services operation. Our clients are businesses, nonprofit organizations, and government agencies. We treat our clients as our key priority. We use our over 40 years of combined experience to go to work for your strategic success.

## MAIN CONTACT



Amber Batchelor, CEO & Managing Partner



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<https://bbinsightsgroup.com>

## CORE COMPETENCIES

**Our proven experts' acumen include hands-on experience, real-world exposure, and data-driven research to curate specialized outcomes in these core areas of expertise:**

- Customized Strategic Solutions
- Training
- Speaker Requests
- Event Management

## PAST PERFORMANCE

**Our team's past performance includes but is not limited to: strategic solutions, operations excellence, nonprofit governance, nonprofit training with:**

- United States Chamber of Commerce
- Institute for Organizational Management
- The BEST Program
- Sumter County Schools
- Ignite College & Career Academy
- City of College Park
- Saint Augustine's University
- Congressional Black Caucus Foundation, Inc.
- weVENTURE Women's Business Center, Florida Tech
- ATL Airport Chamber of Commerce
- UPS, Inc.
- Georgia Department of Agriculture
- Explore Georgia
- VISIT FLORIDA
- Virginia Association of Chamber of Commerce Executives
- Georgia Association of Chamber of Commerce Executives
- Sumter County Chamber of Commerce

## PERFORMANCE MANAGEMENT

## STRATEGIC ALIGNMENT

## OPERATIONAL EXCELLENCE

### Customized Strategic Solutions

We will conduct a needs assessment, we will determine a combination of services that fit your strategic goals and focus.

- Strategic Planning
- Nonprofit Management
- Diversified Revenue Streams
- Business Growth Strategy
- Marketing, Communications & Public Relations
- Total Resource & Awareness - Nonprofit Campaigns
- Business Retention & Expansion
- Executive Search, Interim CEO Support & Succession Planning
- Workflow Process Improvements
- Program & Content Development
- Workforce & Economic Development
- Customer Service
- Budget & Finance
- Conflict Resolution & Reputation Management

### Training

Virtual and in-person sessions currently available to discuss strategic alignment.

- Strategic Planning & Implementation
- Board Governance
- Board of Directors Development
- Leadership Development
- Staff Training and Support
- Stakeholder Acquisition & Retention
- Event Production & Management
- Sales / Membership Recruitment & Retention

### Speaker Requests

Topics vary based on event and client focus.

- Motivational
- Master of Ceremony
- Informative
- Workshop Moderator & Facilitator

### Event & Program Management

Customized & Licensed events; support varies based on client needs.

- Charity
- Corporate
- Collegiate
- Chamber of Commerce
- Ideation
- Creation
- Implementation

### Differentiators

- Led by seasoned nonprofit, corporate & government executives
- Certified in Nonprofit & Chamber Management
- Over 40-year combined record of proven success



## AMBER BATCHELOR, IOM

**STRATEGIC ALIGNMENT EXPERT, INSTITUTE FOR ORGANIZATION MANAGEMENT FACULTY (IOM), CEO & MANAGING PARTNER, VETERAN CHAMBER CEO, EXECUTIVE NONPROFIT LEADER, NATIONAL BOARD CHAIR, AND INTERNATIONAL KEYNOTE SPEAKER**

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## BACKGROUND

**Prosperity, Recovery, & Resilience from Someone that Lived it!**

Amber is a 2024 Congressionally recognized for her outstanding work as a CEO. She has over 25 years' marketing, communications, public relations and philanthropy/development experience in government, nonprofits, and corporate with 18 years in and around the Chamber of Commerce industry. She has coached award-winning teams of 2-45 people. She has helped international nonprofit clients grow and expand by providing leadership development, marketing, and strategy development support. She brings experience working with municipal and legislative leadership, working on Capitol Hill with U.S Congress, and supporting growing small businesses. Her industrial engineering expertise afforded her the opportunity to work with corporate clients like Georgetown Cupcake, Freddie Mac, comScore and the guy who sold all of his family's belongings to launch his medical supply company from his garage. She led the team that took him from bargain basement to warehouse ready next to the Amazon distribution site in 3 years and many more like him. When her employer let go of staff when the pandemic hit she remained determined to support those underserved and historically excluded in times of crisis. She collaborated with the Florida Department of Economic Opportunity and others to ensure continuity plans were designed and implemented. At the height of the pandemic she ran the Women's Business Center at Florida Tech. She created inclusive small business outreach plans under the direction of the U.S. Small Business Administration. She provided insight to a Board of Directors raising over \$2,000,000 in 2 months to provide here-and-now resources to families trying to make ends meet during the pandemic. She recently served as president and CEO of a historic Chamber of Commerce in Georgia, current home & birthplace to former President Jimmy Carter. She has been recognized globally for ACCE's 40 under 40 top executives in her industry and 45 under 45 top alum from her alma mater. She is a 2025 100 Women to KNOW honoree.

# MEET OUR CEO & MANAGING PARTNER

## NOTABLE PROJECTS

- Rescued a legacy of \$4,500,000 budget revenue, 15 years of program & leadership development work for over 12,000 women business owners and entrepreneurs by leading the organization back into compliance with U.S. Small Business Administration (SBA) federal regulations through implementation of intensive report management practices, building strategic relationships, and aligning accountability standards to protect the overall financial health of the organization
- Led 45-person teams to achieve 100% of strategic development goals
- Increased revenue portfolio from \$10,000,000 to achieve over \$35,000,000 within 3 years
- Designed \$50,000,000 workforce development solution producing 100,000 work-ready citizens annually at full capacity that has been recognized by the US Congress and supported by the US Senate.

## Core Competencies

- Strategic Planning
- Diversified Revenue Streams
- Strategic Partnerships
- Executive Leadership Training
- Chamber Executive Support Services
- Nonprofit Board Governance
- Nonprofit Board Development
- Marketing & Communications
- Public Relations
- Program Development
- Event Creation & Management
- Business Recovery
- Image & Reputation Management
- Customer Service
- Staff Development
- Succession Planning
- Workflow Process
- Conflict Resolution
- Business Growth Strategy
- Development & Retention

## Board Service

- Association of Chamber of Commerce Executives, District Director
- Black Executive Student Training Program, National Board Chair
- Congressional Black Caucus Foundation, Cohort Co-Chair
- Economic Development Council-St. Lucie County, Florida
- Florida Association of Chamber Professionals
- Georgia Association of Chamber of Commerce Executives
- Ignite College & Career Academy (Georgia)
- Impact 100 Indian River, Member & Grants Review Panel
- March of Dimes National Capital Area, YPB
- Sebastian River Medical Center, Board of Trustees
- St. Lucie County Chamber of Commerce, Board of Trustees
- United Way Indian River County, Unmet Needs Committee
- National Urban League, Black Executive Exchange Program, Advisory Council & MORE

## Trusted Advisor to Leaders

- ATL Airport Chamber of Commerce (Georgia)
- U.S. Chamber of Commerce
- Institute for Organization Management
- Association of Chamber of Commerce Executives
- City of Raleigh (North Carolina)
- Congressional Black Caucus Foundation, Inc.
- International Window Cleaning Association
- Black Canadian Women In Action (Canada)
- St. Augustine's University (North Carolina)
- Legacy Ladies, Inc. (California)
- U.S. Small Business Administration
- comScore
- Florida Tech
- Leidos
- Microsoft
- Oracle
- UPS
- U.S. Congress
- VISIT FLORIDA
- City of College Park

## Places She Has Been Seen & Heard

- Leidos' International Employee Resource Group Conference
- National Urban League Black Executive Exchange Conference
- Association of Chamber of Commerce Executives Convention
- Association of Women's Business Centers Annual Conference
- Florida Association of Chamber Professionals Conference
- Georgia Association of Chamber of Commerce Executives Annual Conference
- Georgia Association of Chamber of Commerce Executives, Board Development Conference & Staff Development Conference
- Georgia Chamber of Commerce, American Rural Prosperity Summit
- Virginia Association of Chamber of Commerce Executives Training Institute/Conference
- Treasure Coast Minority Business Expo, Keynote Speaker

**BLACK ENTERPRISE**

**Bloomberg Businessweek**

**iHeart RADIO**

**the JOYNER morning show**