

# LEADERSHIP COUNCIL ON LEGAL DIVERSITY

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## HOLLY AMAYA

*Co-Founder, Story Imprinting*

**HOLLY AMAYA** is co-founder of Story Imprinting, a full-service training and communications firm. Holly Amaya has enjoyed a multifaceted career as a journalist, attorney, and public relations maven, but she's been telling stories professionally since she snagged her first newspaper column in the Evansville (Ind.) Courier & Press at age 11. Her C.V. includes stints at Harper's Bazaar in New York City, The Arizona Republic in Phoenix, in the office of a U.S. senator, and as general counsel of an international retail services provider.

As a PR consultant, she has managed media campaigns for some of the world's largest companies, and is a highly sought-after crisis manager, media trainer, branding expert, and communications coach.

Holly takes a practical and emotionally intelligent approach to storytelling and business that harnesses what we know about the brain and story to work with—rather than against—human nature to help professionals become more connected, influential communicators. Learn more at [www.storyimprinting.com](http://www.storyimprinting.com).



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