Ann marie Houghtailing and Holly Amaya

Co-Founders, Story Imprinting

Ann marie Houghtailing and Holly Amaya are the co-founders of Story Imprinting, a full-service training and communications firm.

Ann marie Houghtailing (left) has developed a reputation as one of the most sought-after business development and storytelling experts in the country and takes a practical, 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.

Over the course of her career, Hougtailing has worked alongside thousands of lawyers and general counsel in a coaching, salary negotiation, and professional development capacity and has helped her clients ask for and receive many millions of dollars in salary increases across a variety of industries. She is also currently coaching next-generation heirs, billionaires and ultra high net worth families and in the U.S., Mexico, and Europe as they ascend to leadership roles within their families and their businesses.

Holly Amaya (right) has enjoyed a multifaceted career as a journalist, attorney, and strategic communications advisor. 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 the general counsel of an international retail services provider, where she worked with the company's C-suite and private equity owner to improve business development and client acquisition strategies with some of the country's most well-known retailers. She has managed media campaigns for some of the world's largest companies, and is a highly sought-after crisis manager, media trainer, and branding expert.

Together, they take 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.

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