



Amy Castronova is a proven entrepreneur, seasoned facilitator, and dynamic business coach known for her ability to inspire transformative change in others through her thought-provoking yet compassionate approach. With two decades at the helm of her technical communications company, Amy led the business through significant growth. In 2013, she graduated from the Entrepreneurial Masters Program, and with the new business acumen and inspiration to think big, she initiated a strategic merger which led to a successful exit by acquisition, solidifying her vision.

By the age of 30, Amy had already established herself as a formidable authority in business and leadership, earning accolades such as the Rising Star by the international Women Presidents Organization, Rochester's Business Person of the Year, and the Young Entrepreneur Champion of the Year in New York by the U.S. Small Business Administration. She was further recognized with invitations to the White House twice as one of the top 100 companies run by young entrepreneurs.

Amy has been an active member of the Entrepreneurs' Organization (EO) since 2008, where she has held various Chapter Board positions. She has also played a critical role in helping members maximize the value of Forum as a Forum Trainer and has supported member growth at the Global Leadership Conference and EO-LBS Growth Forum at London Business School.

Amy's life mission is to inspire others to believe in new possibilities and to empower them to take the necessary steps toward a more fulfilling future, which she lives daily in her company, Leadership Alchemy. Through strategic planning, coaching, and the Bloom Growth System, Amy helps business owners get more growth, profit, time and freedom out of their business.