

AMANDA HELD

FOUNDER, CEO, BEHAVIORIST,
AUTHOR, SPEAKER, FACILITATOR

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Visionary leader dedicated to healing and transformation through equine-assisted services, **leadership development**, and human potential. With a background in military service, **business strategy**, and trauma recovery, I am committed to empowering individuals and communities by integrating **innovative methodologies** that foster personal growth and resilience.

CORE COMPETENCIES

✓ Equine & Human Behavioral Specialist – 20+ years of expertise in understanding and shaping horse and human behavior for **healing, leadership, and personal mastery**.

✓ Post-Traumatic Growth Expert – Facilitated transformational healing for **800+ veterans**, helping them overcome adversity and reclaim their purpose.

✓ High-Impact Speaker & Author – Keynote speaker for Fortune **500 companies, global conferences, and leadership events**, delivering transformational talks on resilience, stress management, and leadership.

✓ Proven Fundraiser & Strategic Leader – Raised over **\$2M** through innovative fundraising events, corporate partnerships, and strategic grant acquisitions, ensuring sustainable growth for veteran mental health initiatives.

✓ Business & Marketing Strategist – Strong background in business management, sales, marketing, and human resources, successfully **scaling programs and organizations**.

✓ Expert Facilitator & Trainer – Designed and delivered **powerful workshops** that foster self-awareness, emotional intelligence, and leadership mastery.

PROFESSIONAL EXPERIENCE

Founder & Executive Director, HOOVES (2009 – Present)

- **Established and scaled** a nationally recognized equine-assisted services non-profit, impacting **800+ veterans** through **trauma-informed healing** intensives.
- Raised over **\$2M**, leveraging **strategic fundraising**, corporate partnerships, and large-scale event planning.
- Developed and facilitated **high-impact healing programs**, driving measurable mental health improvements and preventing veteran suicides.
- Spearheaded a team of **45+ volunteers**, ensuring mission-driven execution and long-term program success.

CEO, Equine Wisdom Institute (2020 – Present)

- **Founded a first-of-its-kind certification** institute specializing in equine-assisted services and personal development.
 - **Designed and delivered** transformational training programs, certifying facilitators in Equine Communication Charts and trauma-informed equine practices.
 - **Mentored and coached** equine facilitators and practitioners, helping them build sustainable, impactful businesses.
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MILITARY EXPERIENCE

Senior Master Sergeant, Human Resource Advisor, 110th Wing, Battle Creek Air National Guard Base, Michigan: Established and led a mentoring program to develop leadership skills, foster professional growth, and create career advancement opportunities for airmen. Designed and facilitated team-building workshops and professional development programs to strengthen unit cohesion and effectiveness. Provided strategic guidance on human resource management, ensuring mission readiness and comprehensive personnel support. (2023-Present)

Master Sergeant, First Sergeant, 127th Medical Group, Selfridge Air National Guard Base, Michigan: Fulfill First Sergeant duties by providing guidance and support to enlisted members, ensuring mission readiness, accountability, and morale. Established a monthly newsletter, planned and executed retirement/promotion/awards ceremonies, and developed training courses to enhance unit morale, communication, and personal development. (2019-2023)

Manpower Specialist, 127th Force Support Squadron, Selfridge Air National Guard Base, Michigan: Managed personnel functions, including manpower documents, performance reports, awards, and promotions. Provided support to commanders and ensured effective program continuity. (2019-2020)

Force Sustainment Specialist, 180th Fighter Wing, Toledo, Ohio: Played a key role maintaining force readiness by managing sustainment programs and resources. Coordinated manpower, fiscal, and resource allocation for operations. (2018-2020)

Manpower Specialist, 122nd Fighter Wing, Fort Wayne, Indiana: Provided personnel support and guidance to unit members, including manpower documents, performance reports, awards, and promotions. Ensured compliance with regulations and directives. (2012-2018)

Career Enhancements Specialist, 180th Fighter Wing, Toledo, Ohio: Managed and maintained records for military personnel, ensuring accuracy and compliance with regulations. Assisted in coordinating promotions, retirements, and career changes, providing guidance and support throughout the process. Conducted workshops and provided individual counseling to facilitate career development and advancement opportunities. (2006-2012)

Commander Support Staff Personnelist, 850th Space Command Squadron, Schriever Air Force Base, Colorado: Supported the commander's staff by providing administrative and personnel support. Handled personnel documents, maintained records, and assisted with day-to-day operations. (2003-2004)

Personnel Apprentice, 342nd Training Squadron, Lackland Air Force Base, Texas: Received initial training in personnel functions, including policies, procedures, and record-keeping. Developed foundational skills in personnel administration. (2001-2003)

EDUCATION

MBA in Psychology – University of Arizona (Magna Cum Laude, 2023)

BA in Organizational Leadership – University of Arizona (2017)

AA in Sales & Marketing – Owens Community College, OH

AA in Small Business Management – Owens Community College, OH

AA in Human Resources – Community College of the Air Force, AL

ACHIEVEMENTS & RECOGNITION

Marquis Who's Who (2024-2025) – Recognized for outstanding contributions in equine-assisted services, veteran mental health, and leadership development.

Keynote Speaker at major corporate and military events, including the UPS National Women's Leadership Summit and Women's Wellness Event.

Published Author of:

- Healing in Harmony: Emotional and Spiritual Wellness for Horses and Humans
- The Little Book of Questions for Massive Transformation
- Patriot & Rowan's Journey Through Grief (Children's Book)

Founder & Host of The Pegasus Perspective Podcast, a platform dedicated to exploring equine-assisted healing, leadership, and transformation.

Media Features: The Veterans Channel, Hungry Heroes with Dan Ball, Toledo Limelight Series, and more.

PROFESSIONAL MEMBERSHIPS

Enlisted Association of the National Guard of the United States (EANGUS)

Toledo, Maumee, & Swanton Chamber of Commerce

American Legion Post #485, Murbach Siefert

Horses for Mental Health

AWARDS & HONORS

Outstanding Airman of the Year – Michigan (2023)

Marquis Who's Who Humanitarian Award (2024-2025)

Success Magazine's "125 People of Influence" (2022)

EQUUS Film Festival "Whinny" Award (2022)

Toledo Community Impact Award (2022)

Two-time Toledo's Hometown Hero (2018 & 2019)

Ms. Veteran America "She Means Business" (2012)

PERSONAL INTEREST

Cycling | Pilates | Horseback Riding | Fishing | Mentoring

PROFESSIONAL REFERENCES

Available upon request.