



Amber Mac

Author and Host

The AmberMac Show Podcast

Toronto, Ontario

Amber Mac is President of AmberMac Media, Inc., an award-winning content development agency. She is an award-winning podcaster (This Is Mining and The AI Effect), a bestselling author and the host of The AmberMac Show podcast on SiriusXM Radio with co-host Jeff MacArthur.

In 2024, Amber was named as one of DMZ's Women of the Year for her work driving innovation and progress in the tech industry. In 2021, she was named one of the Bay Street Bull Women of the Year for her leadership in the technology sector. In 2016, Amber co-wrote the Amazon bestseller, *Outsmarting Your Kids Online*, just a few years after she wrote the *Globe & Mail* business bestseller, *Power Friending*.

She has presented more than 700 keynotes around the world and has moderated sessions with Canadian Prime Minister Justin Trudeau, German Chancellor Olaf Scholz, former FBI Director James Comey, business coach Tony Robbins, literary icon Margaret Atwood and many other notable leaders. Amber has hosted and co-hosted a variety of podcast series, including The AmberMac Show, The AI Effect, Marketing Disrupted, The Feed, commandN, This is Mining (presented by the Ontario Mining Association), 15secTech and more.

She started her career in San Francisco and Boston during the dot-com boom. As a strategist for Razorfish and Director of Marketing for an e-procurement software company, Amber spent four years in the technology start-up trenches. As a child, she attended a two-room country schoolhouse and shared a party telephone line with neighbouring houses. Amber is now recognized internationally as an innovation and technology leader.