

WOMEN LEAD NC

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Amy Baldwin
Founder and President
United Partnerships



Amy Baldwin is the founder and President of United Partnerships, whose mission is to lift up individuals, groups, organizations, and communities. The team's primary focus includes enhancing workplaces and individual experiences through employee resource groups and executive sponsor trainings. United Partnerships hosts an annual ERG Leadership Conference, www.ERGLeadershipConference.com, where 100 organizations unite to develop and strengthen their leadership skills. United Partnerships also assists with community and collaboration initiatives that positively impact the community.

She is an influential and innovative communications, community relations, event production, and ERG development leader and advisor. Amy formerly served as the BASF North American head of internal communications, community relations, and customer events, and managed national partnerships and diversity and belonging engagement strategies. Before BASF, she was a nonprofit leader, a university development director, and a consultant. Amy began her career in the events field, working for the Super Bowl Host Committee, and has planned events ranging from large-scale festivals and sporting events to conferences and speaker series.

Amy received a Master of Science in Strategic Communication from Purdue University and a Bachelor of Business Administration in Marketing from Northern Arizona University.

Her passions are travel, adventure, music, gardening and the outdoors, community, and spending time with loved ones.