

Amy Magyar

Performance Coach

While spending 16 years struggling to find her own harmony while working within the Sporting Goods, Outdoor and Snow Sports Industries, Amy built her expertise in motivating and inspiring people to succeed by introducing ideas of “Play” and “Experimentation” into the workplace. These innovative methods and her bold attitude ensure her clients’ success. Amy is expert in bridging the gap in the workplace between younger and older workers, with a deep understanding of what motivates each, and how all employees can find the common ground of a shared goal.

Prior to her coaching career, Amy was a retail and manufacturing professional with over 16 years of experience skilled in market awareness, trend analysis, procurement, sales, service, forecasting, and management, which she now brings to bear for her clients. Amy is recognized as a business pioneer in the outdoor industry, including becoming Peter Glenn Ski and Sports’ first hardgoods snowboard buyer, Galyan’s first female hardgoods ski buyer, and Burton’s first Director of Softgoods Sales. While at Burton, she became coach and mentor to many employees whose passion is their job and their job is their passion, helping them to draw the line between the two.

Amy is a member of the following organizations:

- Member of the Board, Outdoor Industries Women’s Coalition
- Graduate of Coachville, LLC, a licensed training provider
- Accredited by the International Coach Federation
- Member of the International Coach Federation (ICF)
- Bachelors of Arts Degree in Justice, Psychology and Political Science from American University; Washington, DC



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Amy is a board member of the Outdoor Industries Women’s Coalition, an association focused on providing power, influence and opportunity for women in outdoor-related businesses. She was awarded the organization’s Snowsports Pioneer of the Year Award in 2010 for her achievement in mentoring and leading young women within the outdoor industries. She brings her coaching and mentoring expertise to both corporate groups and individuals who are ready to raise the bar on their performance and get the most out of their working life.

Amy is also adept at helping multi-generational groups understand each other, and work more effectively toward their common goals. She understands that people are focused on being successful at every age, and often just need to grasp how other generations define and talk about success in order to break down barriers.

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