

Amber Balcaen

Professional NASCAR Driver | Entrepreneur | First Canadian Woman to Win a NASCAR-Sanctioned Race in the U.S.

PERFORMING UNDER PRESSURE · RESILIENCE · CONFIDENCE · WOMEN IN LEADERSHIP · SPONSORSHIP & PARTNERSHIPS · ENTREPRENEURSHIP

THE PITCH

A NASCAR history-maker who turns 180-mph pressure, sponsorship hustle, and self-funded grit into a playbook for performance and confidence.

FULL BIO

Amber Balcaen is a professional NASCAR driver, entrepreneur, and keynote speaker who competes in one of the toughest and most male-dominated arenas in professional sports. A third-generation racer from Winnipeg, Manitoba, she made history in 2016 as the first Canadian woman to win a NASCAR-sanctioned race in the United States, capturing victory at Motor Mile Speedway and earning Rookie of the Year honors in her first full season.

But Amber's story extends far beyond the track.

After moving to the United States with little more than a dream and determination, she built her career from the ground up — raising more than \$5 million in sponsorship and launching her own company, Amber Balcaen Racing, to fund and grow her racing platform. In a sport where opportunity is scarce and competition is relentless, she has carved out her place through grit, strategic partnerships, and an unwavering belief in betting on herself.

Today, Amber translates the lessons of high-performance racing into powerful insights for organizations and leaders navigating pressure, uncertainty, and change. Her keynote presentations explore themes such as resilience, confidence, relationship-building, and performing under pressure — all through the lens of competing at 180 miles per hour.

Authentic, energetic, and refreshingly relatable, Amber connects with audiences ranging from corporate leaders and entrepreneurs to students and women's leadership groups. Whether she's sharing the realities of chasing big dreams, building a brand from scratch, or staying focused when the stakes are high, Amber leaves audiences inspired to push past limitations and accelerate toward what's possible.

CONNECT

Website · spokenartists.com/speakers/amber-balcaen

LinkedIn · linkedin.com/in/amber-balcaen-67530971

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SIGNATURE KEYNOTES**FULL THROTTLE: Performing at Your Best When the Stakes Are Highest**

At 180 miles per hour, hesitation isn't an option. Every decision matters. Every second counts. And the smallest mistake can cost you everything.

Professional NASCAR driver Amber Balcaen lives in this world.

As the first Canadian woman to win a NASCAR-sanctioned race in the United States, Amber has built her career in one of the most competitive and male-dominated arenas in sports. With no guaranteed path to the top, she had to bet on herself, build partnerships from the ground up, and repeatedly prove she belonged on the track.

In this high-energy keynote, Amber brings audiences inside the world of elite motorsport and reveals what it truly takes to perform when pressure is at its highest. Through powerful stories from the racetrack and the realities of building a career against the odds, she shares lessons on resilience, confidence, decision-making, and the mindset required to compete at the highest level.

Amber's message resonates with leaders and teams navigating fast-moving environments where expectations are high and the margin for error is small.

Because whether you're behind the wheel of a race car or leading a team through uncertainty, success belongs to those willing to push the throttle forward.

Audiences Will Learn How To:

- Perform with confidence when the pressure is on
- Push past fear, doubt, and perceived limitations
- Stay focused and decisive in high-stakes environments
- Build strong partnerships and trust within teams
- Turn setbacks into fuel for future success

IMAGE LIBRARY

Original high-resolution color files are included alongside this PDF in the ZIP download.



PORTRAIT



STAGE

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- [pjasic@spokenartists.com](mailto:pjosic@spokenartists.com)
- vtudorache@spokenartists.com

Full digital profile, video reel, and additional press-kit assets: spokenartists.com/speakers/amber-balcaen