

CEO, AMY PETERS GLOBAL · CO-OWNER, SECRET KNOCK GLOBAL

AMY PETERS

She learned to read rooms. Now she builds them.

Twenty years inside hundreds of companies. Now she works with women who have gone quiet in their own lives, and with CEOs whose people have gone quiet at work.

READ THE ROOM · NAME THE ROOF · TAKE THE PEN BACK · BUILD THE ROOM

Signature Talks

KEYNOTES · WORKSHOPS · PODCASTS · MEDIA

01 Name Your Roof

Everyone lives under a roof: a title that fit until it didn't, or a story someone told you before you were old enough to argue. Most of us can name ours in four seconds.

02 Taking the Pen Back

Most of us handed someone the pen without noticing, and let them decide what was realistic for us. Taking it back is quieter than you think.

03 Humanity After AI

Judgment, trust, and reading a room can't be automated. The companies that win the next ten years will be the ones that learn to value them.

04 Trust With Discernment

Being trusting is not the same as being available to everyone. Sincerity without boundaries isn't generosity. It's exposure.

05 Culture Where People Contribute

When leaders don't keep their promises, the whole company learns that follow-through is optional. Amy also shows why assumptions cause most lost profits.

06 Global Adaptability

Belonging is built, not inherited, so anyone can learn to build it. Amy learned how in eleven homes and seven schools, from Louisiana to Seoul.

WHO SHE WORKS WITH

Women taking their authority back

Accomplished women, from first-year founders to women who have sold companies, who are ready to take back the pen.

CEOs who want the truth again

Founders and CEOs whose people have stopped telling them the truth, and who want to lead by results.

A GREAT FIT FOR

Women's leadership events, business conferences, executive retreats, and podcasts. Amy never sells from the stage.

AS SEEN IN



COVER STORY

Formidable Woman US

October 2026 Issue

The Room Where Nobody Performs

Women Lifting Up Women Series

Book Amy amypetersglobal.com amy@amypetersglobal.com Media: press@amypetersglobal.com

ONE-LINE BIO · SOCIAL POSTS AND NAME TAGS

Amy Peters is the CEO of Amy Peters Global and co-owner of Secret Knock Global with her husband Paul. She works with women taking their authority back, and with CEOs whose people have stopped bringing them the truth.

SHORT BIO · PODCAST SHOW NOTES AND EVENT PROGRAMS

Amy Peters and her husband Paul own six brands, including Secret Knock, Secret Knock Women, and Joint Venture Publishing, which has published forty titles in two years. Before that, she spent twenty years inside hundreds of companies as an advisor, an employee, and the person called when a market was failing. She grew up the new girl in eleven homes and seven schools, from rural Louisiana to Singapore, Bangkok, Sydney, and Seoul, and studied sociology on purpose. She created the Happy Hire Method. She works with women taking their authority back, and with CEOs whose people have stopped bringing them the truth.

FULL BIO · WEBSITES, PRESS, AND SPEAKER PAGES

Amy Peters grew up in a small town in rural Louisiana, then in Singapore, Bangkok, Sydney, and Seoul. She lived in eleven homes and went to seven schools before she finished high school. Every move meant a new accent, a new lunch table, and a new way of being looked at. Amy learned to read a room before she could read a balance sheet, and she has been reading them ever since.

She studied sociology at the University of North Texas and graduated with honors. She chose it over business on purpose, because she wanted to understand why groups of people act the way they do. It turned out to be the most practical degree she could have picked.

Amy started out cold calling. Then came pharmaceuticals, at the company that won FDA approval for a drug for an ultra-rare form of ataxia, and at an opioid addiction recovery group. By her late twenties she was running the Los Angeles market out of Century City. Over twenty years of agency consulting, she worked inside hundreds of companies as an advisor, an employee, and the person they called when a market was failing. What she loved was the pattern underneath: how people, industries, and ways of leading connect, until the shape of a problem becomes clear and can be changed.

For most of those years she was building someone else's vision. Now she and Paul own Secret Knock, known as the room where nobody performs, and five sister brands. As a founding partner of House of Higher, she is launching Happy Hire, a platform built on her Happy Hire Method. She serves on the executive team of a company supporting people with intellectual and developmental disabilities, and on the board of a nonprofit for at-risk youth and survivors of domestic violence, because the point of getting in was never to be the only one in.

She is not fluent in another language. She is fluent in culture.

HOST INTRO · READ ALOUD BEFORE SHE SPEAKS

"Our next guest grew up the new girl in eleven homes and seven schools, from rural Louisiana to Seoul. She spent twenty years inside hundreds of companies, and today she and her husband Paul own Secret Knock, the room where nobody performs. She helps women take back the pen that writes their story, and helps CEOs get their people telling them the truth again. Please welcome Amy Peters."

What Amy Talks About

Name your roof

Everyone lives under a roof they stopped noticing: a job title, a rule, or a story about who they are. Naming it is the first step out.

The coop and the co-op

One small hyphen turns a closed-in pen into a place where people stand together with nothing over their heads.

Self-limiting. Surrender. Soaring.

Three moves that take a person from living small to living fully. Surrender is not defeat. It is taking back the authority you loaned to others.

The room where nobody performs

Secret Knock runs on four rules: never sell to the room, give before you ask, what happens here stays here, and show up and give it your all.

Why people go quiet at work

When people stop bringing their leaders the truth, the company is already in trouble. Amy shows CEOs how to earn it back.

People, not productivity units

AI is changing what work is, and most companies still measure the wrong things. Amy helps them lead by results and keep people human.

Questions to Ask Amy

1. You lived in eleven homes and went to seven schools growing up. How did being the new girl teach you to read a room?
2. What does it mean to "name your roof," and how can someone find theirs?
3. Your father once told your team a story about an eagle raised in a chicken coop. When did you realize he was talking to you?
4. What is the difference between a coop and a co-op, and why does one hyphen matter so much?
5. What does it look like to take the pen back from the people who have been writing your story?
6. You say assumptions are the root of most lost profit. How does a room where people tell the truth fix that?
7. You say judgment, trust, and reading a room can't be automated. What does that mean for companies using AI?
8. What is the Happy Hire Method, and how will the new Happy Hire platform make it measurable?
9. Secret Knock is called the room where nobody performs. What are its four rules, and why do they work?
10. You ask every woman in Secret Knock Women, "Is your younger self proud of you?" Why that question?

Fast Facts

COMPANY
CEO, Amy Peters Global

CO-OWNER
Secret Knock Global, with her husband Paul

PUBLISHING
Partner, Joint Venture Publishing: 40 titles in 2 years

EDUCATION
Sociology with honors, University of North Texas

GREW UP IN
Rural Louisiana, Singapore, Bangkok, Sydney, Seoul

NEXT EVENT
Secret Knock, San Diego, March 23 to 25, 2027