



wendy coulter

CEO of hummingbird creative group
brand strategist | entrepreneur | speaker
host of the Hummingbird Effect podcast

As CEO of Hummingbird, a brand strategy agency founded in 1995, Wendy Coulter is committed to providing clients insightful BIG IDEAS, intuitive innovation and inspired creative solutions. With over thirty years of sales, marcom, and branding experience, Wendy's passion is to help clients more effectively communicate the positioning of their business, differentiate their brand, and grow revenue. She has grown Hummingbird by helping clients shift brand equity from the business owner to the business entity, strengthening the company's promise, presence and profitability over time. As a champion of Women Business Owners, Wendy also founded the NC Women Business Owners Hall of Fame in 2018 to honor North Carolina's most successful female entrepreneurs and advocates who have made significant and enduring contributions to impact women's entrepreneurial development in North Carolina. She is also the host of the Hummingbird Effect Podcast.

"Wendy is a phenomenal sensational speaker. She really brings her energy, I love her enthusiasm, her ability to connect with the audience."

JENNY WIEBOLDT, KYMANOX

speaker topics

- Build Your Brand, Build Your Value
- Branding to Build Business Value
- Marketing During Crisis & Change
- Insight + Positioning = The Big Idea
- Know Your Brand. Grow Your Brand.
- Leadership with Impact

awards



NAWBO National Woman
Business Owner of the Year
Top 3 Finalist (2023)



NCWBO Hall of Fame
Inductee (2020)



Enterprising Women of
the Year Award (2020)