



**Amethysta Herrick, Ph.D.**

**MEDIA KIT**

# THE STORY OF HER LIFE



Amethysta Herrick, Ph.D. (Ami for short) was born with an insatiable desire to know why the Universe works the way it does. From an early age, she dove into science, embracing molecular biology. She believed genetics held the key to engineering a better human being. As a graduate student, Ami studied experimental design and data analysis, completing a Ph.D. in Analytical Chemistry.

After graduate school, Ami made the first major change in her career by landing a job as a software engineer. Her analytical nature served her well, and Ami moved rapidly from engineer to team lead to architect.

Because Ami also has a gift for untangling difficult subjects, she was encouraged to make another shift in her career - this time into management. With her passion for teaching and a natural (although begrudging) sense of leadership, management was a perfect fit for Ami's talents.

However...something was always wrong about how Amethysta felt inside. A sense of alienation haunted her from childhood, and she struggled with her mental health until - finally - the pressure became too much. Ami needed to make one last change to her career.

In 2022, Amethysta transitioned gender to align the person she always knew on the inside with her external presentation. In doing so, Ami experienced incredible cognitive changes: she truly felt emotions for the first time in her life. Within months, Ami knew her path was to inspire other transgender people with her story.

Integrating her expertise in biochemistry and analytical techniques with her love of psychology and philosophy, Ami began to research and write about why humans are the way we are.

In the process, Ami found she no longer wants to engineer a better human, nor does she intend only to inspire the transgender community. Ami now wants to enable every human to experience who they are without boundaries.

Amethysta found her mission: to research identity and gender, and to teach two fundamental concepts of human identity. First, that identity is our birthright, not the domain of society; who we are can belong to nobody else. Second, that discovering who we are and manifesting it in our lives is our highest moral obligation.

Ami doubts she will ever need to make another change to her career.

# HER WORK & IMPACT

## About Amethysta

Amethysta Herrick, Ph.D. (Ami for short) is a transgender author, podcaster, and activist. Her work focuses on the origin and nature of identity, especially gender.

Ami has been a geneticist, a chemist, a software engineer, and a manager, but her greatest challenge to date is taking on the entrenched fallacy that identity and gender are of concern only to the LGBTQ community. Instead, she teaches that identity and gender are ongoing processes with which every human must engage throughout life.

As a dynamic and humorous content creator and coach, Ami teaches through analogy and story, especially her own transgender experience. She excels at transforming complicated concepts into engaging content.



## About The Purplepaw Clan, LLC

When Ami undertook her mission to teach about identity and gender, no other resource existed both to inspire and equip people to explore who they are. To that end, Ami founded *The Purplepaw Clan, LLC* - a community creating and curating practical and unifying content for people who look with wonder and see with imagination.

Ami views her work as promoting the essential equality of all humans. Each of us experiences difficulty developing identity and gender, and each of us must engage in these uncomfortable, yet crucial, processes. As such, content and coaching from The Purplepaw Clan is best described as *human activism*: making identity safe across the globe.

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# THOUGHT LEADERSHIP

## About Expertise

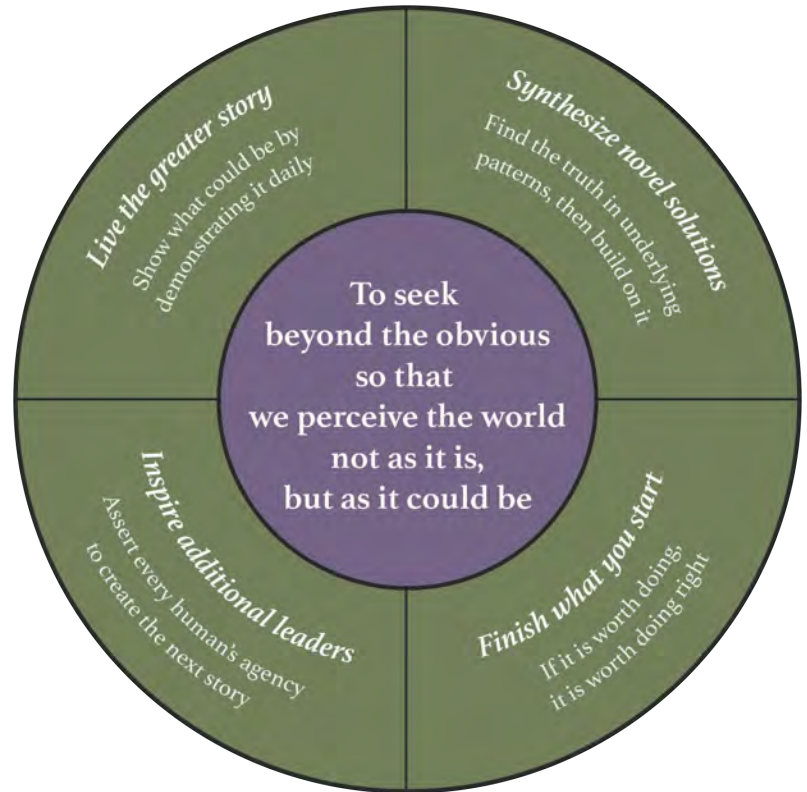
*Solve et coagula*: to dissolve and to congeal.

This Latin phrase coined by alchemists describes how Ami views our world.

Underlying patterns exist everywhere - if we seek to find them.

This simple tenet is embodied as Ami's WHY Statement, seen in her Golden Circle to the right. When we find the cause behind what we observe, new paths to novel solutions appear. Deeper understanding will then inspire the next generation to improve.

Ami's life is lived as a testament to this principle. Her writing displays a holistic view of science, psychology, philosophy, and spirituality. When combined, a theory of identity and gender emerges as an ongoing process of negotiation: between the person we know we are inside and the level of safety we feel in our social environment.



## EXPERTISE FOCUS

- 🐾 Finding the commonality among disparate arguments
- 🐾 Synthesizing new views on existing human issues
- 🐾 Explaining the arcane with pertinent analogy and human story
- 🐾 Integrating the human identity back into a world that has lost it



## SPEAKING ENGAGEMENTS

- 🐾 Trans Mentor Project - Sex and Gender: The Science and Philosophy
- 🐾 Vertex, Inc. - Being Transgender: Living the Experience and Debunking the Lies

## GENDER IDENTITY WEEKLY

A weekly discussion about identity and gender:



[Watch on YouTube](#)



[Listen on Apple Podcasts](#)



[Listen on Spotify](#)

AS SEEN IN



## SIGNATURE TOPICS

- 🐾 The scientific definitions of "sex" and "gender"
- 🐾 An original theory of gender as a mediator between our origin of identity and society
- 🐾 The Divine Feminine in society across human history and religion
- 🐾 Science and philosophy of identity
- 🐾 LGBTQ community advocacy





## SUPPORT AMI IN HER MISSION

Are you ready to take on the entrenched fallacy of our society? Are you interested in embracing your identity? Are you passionate about exploring gender?

🐾 Subscribe to Gender Identity Today:  
<https://genderidentitytoday.com>

🐾 Subscribe to Ami's Substack:  
<https://amethystadings.substack.com>

🐾 Donate to Ami's Ko-Fi Page:  
<https://ko-fi.com/amethysta>

## BOOK AMI TO SPEAK

Bring Ami's approachable presentation style into your organization for an engaging chat:

🐾 Discuss a presentation with Ami today:  
<https://calendly.com/amethysta-herrick/speaking>



[amethysta@purplepawclan.com](mailto:amethysta@purplepawclan.com)  
<https://amethysta.io>  
<https://genderidentitytoday.com>

## GET IN TOUCH

The world continues to slide into a pit of polarized politics, but it doesn't have to. With a critical eye, we can find the truth in the world as it is. Amethysta stands ready to fight for all humans - for each of us to be empowered as the person we know we are.

If we work together and reject the current rhetoric, we will reclaim science from those who would use it to regulate identity. Together, we can see beyond the obvious to create a better tomorrow for ourselves and our children.

Reach out and you'll touch me.