

MAYA AMANI

Chief Marketing & Growth Officer

COMMERCIAL GROWTH EXECUTIVE / FOUNDER / BRAND BUILDER

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 koalastudios.ca

Building brands.
Accelerating growth.
Creating enterprise value.

"I build brands customers love, retailers trust, investors value, and acquirers want to buy."

Executive Profile

With more than 15 years of experience building, commercializing, scaling, and transforming consumer brands, I help founder-led and growth-stage companies unlock their next stage of growth through executive marketing leadership, commercial strategy, and operational excellence.

As a Founder, Co-Founder, Chief Marketing Officer, and Fractional Executive, I have led businesses from concept to commercialization, national retail expansion, international market entry, and successful acquisition. I bring strategy, commerce, customer acquisition, retention, agencies, technology, and internal teams into one accountable commercial engine.

Experience spans

Health & wellness, supplements, food & beverage, consumer packaged goods, apparel, and omnichannel retail.

Leadership focus

Clarity, accountability, disciplined execution, profitable growth, and systems built to support scale, investment, and acquisition.

SELECTED IMPACT

15+

YEARS EXECUTIVE
LEADERSHIP

2

BRANDS BUILT AND ACQUIRED

303%

ECOMMERCE REVENUE
GROWTH

53%

AMAZON MARKETPLACE
GROWTH

Executive Specializations

Executive-level direction across commercial strategy, growth, ecommerce, and marketing operations.

01 Executive marketing leadership

Partner with founders and executive teams to clarify priorities, align commercial strategy with execution, and provide the senior leadership required to move complex initiatives forward.

02 Growth and commercialization

Lead brand strategy, product commercialization, go-to-market planning, launches, retail expansion, and growth initiatives across direct-to-consumer and marketplace channels.

03 Omnichannel commerce

Connect Shopify, Amazon, retail, paid media, lifecycle marketing, conversion, subscription, and retention into one coherent customer and revenue system.

04 Marketing operations

Create accountability across agencies, vendors, contractors, technology partners, and internal teams through clear ownership, operating cadence, executive reporting, and disciplined budget oversight.

When clients bring me in

I am most useful when growth has outpaced the current operating model or when the business needs experienced leadership during a period of change.

- A leadership gap or executive transition
- Rapid growth without commercial alignment
- A major product or category launch
- Agency or vendor underperformance
- Shopify, Amazon, or lifecycle transformation
- Retail or international expansion
- Preparation for investment or acquisition

The operating model

- 1 Align**
Define priorities, constraints, owners, and decisions.
- 2 Build**
Create the roadmap, team model, and measurement system.
- 3 Execute**
Lead partners and internal teams through a clear cadence.
- 4 Measure**
Make performance visible and reallocate effort quickly.

Core platforms

Shopify Plus, Amazon Seller Central, Costco.ca, Klaviyo, Meta Ads, Google Ads, GA4, TikTok Shop, subscription platforms, and BrandChamp.

Professional Experience

Executive marketing and ecommerce leadership across premium consumer brands, founder-led businesses, and high-growth companies.

MERCATO DI BELLINA

Marketing Strategy & Ecommerce Leadership

Lead marketing strategy and ecommerce growth for an online retailer of premium Italian products, coordinating the commercial activity required to strengthen its digital storefront and customer experience.

Optimized and grew the Shopify site, supporting consistent conversion-rate improvement. Coordinate email marketing, conversion-rate optimization, performance analysis, and monthly leadership reviews that keep internal teams and external vendors aligned and accountable.

BULL NUTRITION

Fractional Marketing Leadership

Lead the marketing function for an established nutrition brand, with a mandate to strengthen its online presence, ecommerce performance, and sales growth across Canada.

Strategized and managed the lifecycle email marketing buildout, using data analysis to guide website optimization, conversion value, and average order value.

Marketing growth contributed to stronger national exposure and the brand's expansion into more than 350 retail stores across Canada without a distributor.

350+

RETAIL STORES ACROSS CANADA

ALLO NUTRITION

2021 - 2023

Founder & Chief Marketing Officer

Founded and commercialized Allo Nutrition, building the company from concept into a recognized wellness brand before its acquisition by Magnum Nutraceuticals.

Built the commercial infrastructure across brand strategy, Shopify, Amazon, customer acquisition, lifecycle marketing, agency management, and digital operations while expanding into Dubai and the broader Middle East.

ENTERPRISE IMPACT

- Built scalable DTC and Amazon infrastructure
- Expanded internationally into the Middle East
- Created customer acquisition and lifecycle systems
- Led agencies and external partners
- Positioned the company for successful acquisition

STLTH VAPE

2016 - 2021

Co-Founder

Co-founded one of Canada's leading consumer brands and helped guide commercialization, go-to-market execution, national retail expansion, and the marketing infrastructure required for rapid scale in a regulated category.

The business ultimately completed a successful acquisition, providing firsthand experience building a high-growth brand from inception through exit.

SELECTED CONTRIBUTIONS

- Brand commercialization
- National retail growth
- Go-to-market strategy
- Marketing infrastructure
- Cross-functional executive leadership

Selected Executive Engagements

MAGNUM NUTRACEUTICALS

2022 - 2023

Strategic Business Development

Following the acquisition of Allo Nutrition, partnered with executive leadership to accelerate digital commerce growth, improve operating performance, and strengthen the company's multi-brand ecommerce ecosystem.

303%

ECOMMERCE GROWTH

53%

AMAZON GROWTH

Lifecycle systems, agency leadership, and operating efficiency

WELLTH INNOVATIONS

2024 - Present

Founder & Chief Executive Officer

Lead strategy and commercial growth across a CPG portfolio, overseeing Shopify, Amazon, Costco.ca, paid media, lifecycle marketing, creative production, product launches, agency partners, investor reporting, and the acquisition of Freezochino.

KOALA STUDIOS

2024 - Present

Fractional Chief Marketing Officer

Partner with founders and executive teams to align agencies, consultants, technology partners, ecommerce teams, and internal stakeholders into one accountable commercial organization focused on measurable business growth.

SELECTED CLIENT OUTCOMES

45% / \$1M+

IRON BROTHERS SUPPLEMENTS

Increased DTC revenue by 45% while helping generate more than \$1M in online revenue through ecommerce optimization, paid media strategy, lifecycle marketing, conversion optimization, and website redevelopment.

37%

NOSH BALLS

Increased online revenue by 37% through Shopify optimization, customer retention initiatives, lifecycle marketing, mobile experience improvements, and subscription strategy.

34%

WHISKEY ROAD HAT CO.

Delivered 34% revenue growth through Shopify optimization, wholesale infrastructure development, improved mobile conversion, and customer experience enhancements.

9+

MEDICRUNCH

Provide executive leadership across ecommerce transformation, Amazon growth, TikTok Shop, Google Ads, Shopify redevelopment, customer acquisition, lifecycle marketing, agency coordination, and omnichannel growth initiatives.

Leadership philosophy

The strongest brands are built when strategy, execution, customer experience, and commercial discipline operate as one unified system.

Annual guest speaker - Ted Rogers School of Management
Industry speaker - Canadian Health Food Association
Featured guest - Consumer brand and ecommerce podcasts

Start a conversation

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