



## Aynsley Deluce

Founder & Chief Strategy Officer



With a marketing career spanning 25+ years, Aynsley Deluce is a widely respected senior leader in the Canadian marketing landscape. Known for her diverse experience, inquisitive approach and entrepreneurial savvy, Aynsley has successfully supported brand building and growth from start-ups to blue chips.

Graduating in 2001 from an International MBA program she jumped into retail as a Category Manager at Canadian Tire. There, she was responsible for the growth and management of a 40M category before moving into a Retail Strategy role at Watt International. From there she was brought over to Capital C Communications and tasked with creating a Strategy & Insights group for the agency. While there, Aynsley built and ran strategy for Tier One Retail and CPG brands across the globe. In 2008, she departed to launch her own consultancy, Volo Strategy Group.

Over the last 16 years Aynsley has expanded her discipline to carve a larger space for her offering and services across four key pillars - Innovation (product dev & process), Brand Invention & Reinvention, Brand Communications (internal & external) and Strategic Planning.

Trusted by brands around the world to deliver world-class strategic thinking and expertise, current and recent past clients include Amazon UK, McDonald's, Telus, Unilever, Walmart, RBC, Coca Cola, Shoppers Drug Mart, Lactalis and Diageo.

Aynsley is also a trained moderator and regularly invited to develop and coach teams on innovation, brand building and insights development.

### Core Competencies include:

- Unlocking critical insight to drive more impactful strategy
- Simplifying complex problems through strategic reasoning and design logic/principles
- White space development through analysis & creative thinking
- Planning and facilitating immersive and engaging client workshops & sessions

### Academic & Accreditations

- MBA/MIM - Thunderbird Graduate School of International Management
- ?What If! Trained Facilitator
- Professional Qual Moderator
- Marketing Diploma, University of Hong Kong
- Bachelor of Arts, University of King's College