

# MEDIA KIT



ASHLEY DELAND

BUSINESS ADVISORY, MULTI-BUSINESS FOUNDER &  
START-UP INVESTOR

WWW.ASHLEYDELAND.COM

# ASHLEY DELAND

## Rewriting the Rules of Business & Power

Business Advisory, Multi-Business Founder & Start-Up Investor

Ashley Deland is a globally recognized **business advisor, multi-business founder, and start-up investor whose work spans 17+ countries** and multiple industries, from hospitality and wellness to consulting, fashion, media, and education. With over a decade of experience and a proven global track record, she has become a sought-after voice in entrepreneurship, branding, and women's leadership.

As the CEO of **Maison De Land**, a luxury creative design house for visionary founders and lifestyle brands, and the founder of **Business Mastery Academy Certifications**, an ICF-modeled business coaching certification built exclusively for women, Ashley has redefined what it means to build, scale, and sustain a brand rooted in purpose and profitability. She also founded **Female FoundHer**, a visibility-forward clothing line celebrating women rewriting the rules of business, and is the author and visionary behind **Unreserved**, a published anthology and global movement amplifying 24 women transforming the meaning of success.

Most recently, Ashley served as Executive Producer, Judge, and Master Mentor of **Project Empire**, a forthcoming television series bringing mentorship, capital, and visibility directly to women-led businesses across America, with plans to go global. She is also the host of **She Wears the Pants**, a top-rated podcast redefining women's leadership, strategy, and identity in modern business.

Across her portfolio, Ashley has advised **multi-million-dollar** brands, mentored thousands of entrepreneurs, and architected ventures that combine strategy, structure, and scalability.

Her clients have achieved extraordinary results, scaling personal brands from \$80K to \$500K in 6 months, expanding lifestyle companies from \$1.2M to \$1.7M in less than a year, and elevating beauty businesses from \$1.5M to \$2.1M - collectively generating over **\$25+ million** in revenue for female-led enterprises worldwide.





Beyond her advisory work, Ashley has built and exited multiple companies in the wellness and lifestyle industries, including a yoga studio, a cold-pressed juice line, and **Canada's first soy-free vegan restaurant.**

She holds a **Bachelor of Business Administration and Marketing Degree** from the globally ranked **Griffith Business School**, and began her career leading marketing portfolios, operational strategy, and brand development for billion-dollar corporations. During her tenure at ideaCity and working alongside **Moses Znaimer**, she collaborated with world changemakers such as **Margaret Atwood** and **Robert F. Kennedy Jr.**, further shaping her belief that the most powerful businesses are born from purpose, vision, and impact.

Ashley's thought leadership has been featured in **Forbes, Inc., NASDAQ, Entrepreneur, Medium,** and **Authority Presswire**, and she has served three consecutive terms on the **Forbes Business Council.**

Ashley has been recognized as **Best Female Entrepreneur in Canada** at the Stevie Awards, **Top 40 Under 40** by Business Elites, one of Business World Magazine's **20 Under 40 Inspiring Leaders**, and recipient of the **Female Business Leader Award** from the Business Excellence Awards. She has also been nominated for Roger's Entrepreneur of the Year, YWCA Women of Distinction, and the Women Empowerment Awards of Toronto.

As a **mother, founder, and investor**, Ashley leads with faith, intention, and precision - proving that it's possible to build a legacy and raise one at the same time. Whether she's advising CEOs, investing in women, or reshaping global narratives through education and media, Ashley Deland is architecting the next generation of business and ensuring women are at the center of it.



# ASHLEY DELAND

Business Advisor · Multi-Business Founder · Start-Up Investor  
· Author · Executive Producer · Podcast Host

Ashley Deland is the founder and CEO behind a portfolio of powerful, purpose-driven brands that empower women, build legacy, and disrupt the outdated rules of business. Each company under her leadership is more than a business, it's a platform for impact, transformation, and visibility at scale.

## MAISON DE LAND - FOUNDER & CEO

A luxury creative design house serving visionary founders and lifestyle brands. Maison De Land is known for crafting elevated brand identities and premium websites that blend aesthetic excellence with strategic depth.

## BUSINESS MASTERY ACADEMY - FOUNDER & CEO

The world's first ICF-accredited business coaching certification exclusively for women. BMA certifies coaches in mindset, method, and business building—equipping them to launch and grow six- and seven-figure coaching companies with confidence, credibility, and community.

## FEMALE FOUNDHER - FOUNDER & CREATIVE DIRECTOR

A clothing brand and wearable movement that celebrates the bold, brilliant women building what others said was impossible. Female FoundHer makes female entrepreneurship visible—on the street, on the stage, and in the boardroom.





**UNRESERVED – LEAD AUTHOR & FOUNDER OF THE MOVEMENT**

A globally recognized anthology, summit, and movement redefining what it means to lead and succeed as a woman. Unreserved features the raw, real, and powerful stories of 24 female founders, curated by Ashley to spark global change and conversation.

**PROJECT EMPIRE (TV SERIES) –EXECUTIVE PRODUCER, MASTER MENTOR & INVESTOR**

A reality TV series brings women founders to the forefront—pitching their companies on-screen to secure funding, mentorship, and life changing visibility. From concept to production, Ashley leads this cultural shift in how women and wealth are represented.



# BEST FEMALE ENTREPRENEUR IN CANADA

Stevie Award Winner 2023



**WINNER**

“Best Female  
Entrepreneur in  
Canada”



# THE FEMALE BUSINESS LEADER

The Business Excellence Awards of Burlington



**WINNER**

“The Female Business Leader Award”



# TOP 40 UNDER 40

Business Elite



40  
UNDER40  
BUSINESS ELITE AWARDS

**WINNER**

Business Elite  
"Top 40 Under 40"



# FORBES BUSINESS COUNCIL MEMBER

for 3 Consecutive Years



— 2023 —  
OFFICIAL MEMBER

## Forbes

| Business  
Council

### RECOGNIZED

Forbes Business  
Council Member for  
3 Consecutive Years



# YWCA "WOMEN OF DISTINCTION" AWARDS 2024

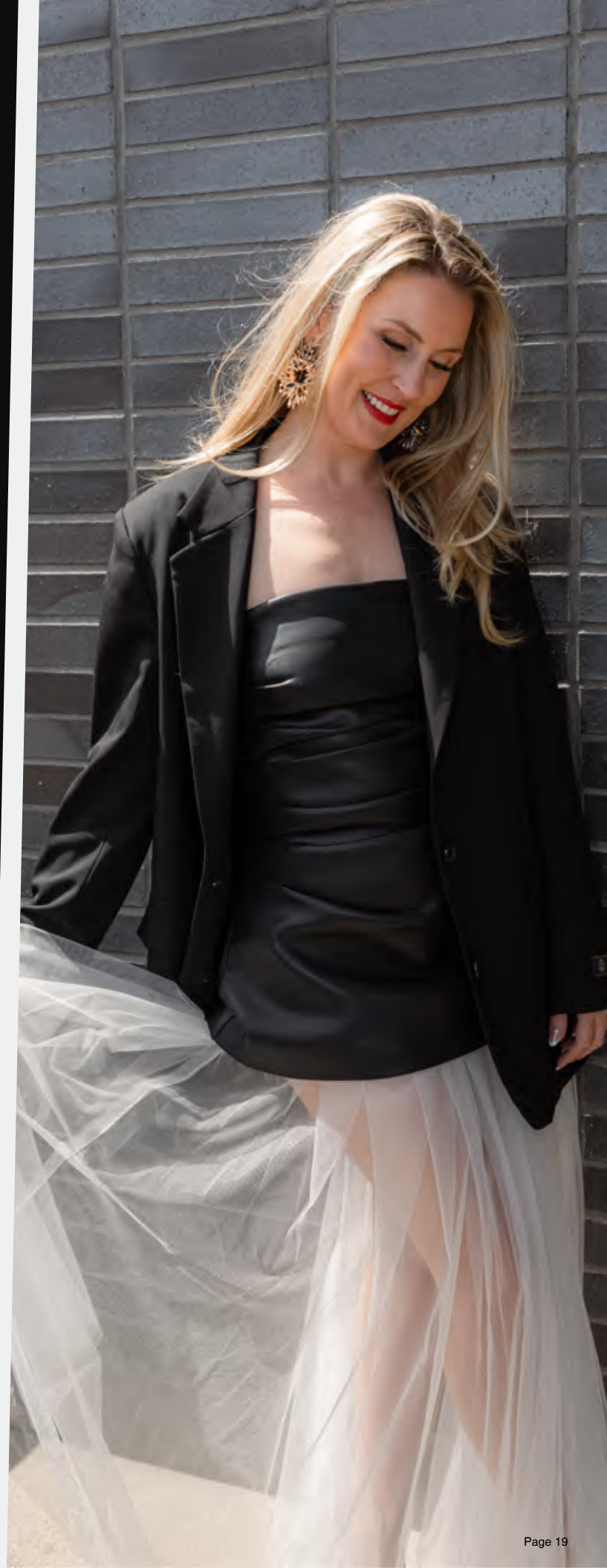
Nominated



YWCA TORONTO  
WOMEN OF DISTINCTION

**NOMINATED**

for the YWCA  
"Women of  
Distinction"  
Awards 2024



# THE WOMEN EMPOWERMENT AWARDS OF TORONTO FOR “ROGER’S ENTREPRENEUR OF THE YEAR” 2023

Nominated



Presented by:  
**ROGERS.**  
NOMINEE

## NOMINATED

by The Women  
Empowerment  
Awards of Toronto  
for “Roger’s  
Entrepreneur Of  
The Year” 2023



# NASDAQ SPEAKER

Selected As A Speaker For NASDAQ



**SPEAKER**

Growth Capital That  
Doesn't Cost You



# OTHER RECOGNITIONS



## RECOGNIZED

by Business World Magazine as one of the “20 Under 40: Inspiring Leaders to Watch in 2023”



## RECOGNIZED

Success Sisters “Top 40 Under 40 Trailblazer”



# MEDIA FEATURES

Press & Media



## Feature on Becoming Iconic Magazine

A global business & lifestyle magazine that reaches over 500k entrepreneurs monthly.



## Featured on the Cover of Lakeshore Living Magazine

One of the fastest-growing magazines in the industry with tens of thousands of advertisers and millions of monthly readers.



## Unique Selling Propositions: What It Is, Why You Need One And How To Write Your Own

Ashley Deland | Forbes Councils Member

Consumers are savvy and spend time researching and evaluating their options before making a purchase decision, and you need your brand to stand out to gain their business.



## Female Founders: Ashley Deland Of Deland Marketing On The Five Things You Need To Thrive and Succeed as a Woman Founder

Candice Georgiadis | Published in Authority Magazine

As part of our series about “Why We Need More Women Founders”, I had the pleasure of interviewing Ashley Deland.



## Understanding Pricing Strategies, Price Points And Maximizing Revenue

Ashley Deland | Forbes Councils Member

Pricing can be challenging for entrepreneurs. As a marketing and business consultant, I've seen that a pricing strategy that's too low can diminish profit margins, but pricing that's too high can deter customers.



## Award Winning Business Coach, Ashley Deland, Shares Five Effective Tips For Marketing Your Local Business in 2019

Authority PressWire

Consumers are savvy and spend time researching and evaluating their options before making a purchase decision, and you need your brand to stand out to gain their business.

# UNRESERVED

Lead Author, Visionary & Founder of the Movement

**Unreserved** is a global best-selling anthology and movement, created and curated by Ashley Deland, that amplifies the voices of 24 powerhouse women who are redefining success, leadership, and legacy on their own terms.

Each chapter is a deep, unfiltered account of rising from challenge to clarity, from ambition to impact. These are not just stories—they're survival blueprints and strategic roadmaps for any woman who's ever felt like she didn't fit the mold.

The Unreserved movement began with a book and became an international summit, authors' dinner, and sold-out launch event that brought together founders, investors, creatives, and trailblazers from around the world.

*Unreserved is not just a book—it's a movement. It has been featured across North America, continues to expand globally, and is being used as a resource for empowerment and education for women across industries.*

As the lead author, Ashley's personal story—Rewriting the Rules of Business—anchors the movement in resilience, innovation, and powerful reinvention.





#### WHY IT MATTERS TO YOUR AUDIENCE:

**Unreserved** challenges the traditional business playbook and offers women new models for power, profitability, and purpose.

It resonates across generations—Gen Z to Gen X—because it’s grounded in truth, not tactics.

It’s both emotionally gripping and practically inspiring—a rare combination that keeps audiences engaged long after the interview ends.

#### SUGGESTED INTERVIEW ANGLES:

“What Happens When Women Stop Asking for Permission: Inside the Unreserved Movement”

“From Pain to Power: Ashley Deland’s Framework for Turning Adversity into Global Impact”

“Rewriting the Rules: The Female Founder’s New Roadmap to Profitability and Legacy”



# FEMALE FOUNDER EVENTS

Host, Curator & Keynote Speaker

Ashley Deland is known for curating and commanding rooms filled with power, proximity, and purpose. As the visionary behind sold-out events, high-level retreats, and transformational summits, she creates spaces where female founders don't just learn, they evolve.

With a unique ability to blend strategy, soul, and sisterhood, Ashley has hosted and headlined gatherings across North America that unite women ready to scale, speak, and lead at legacy levels.

## SIGNATURE EVENTS & APPEARANCES:

### **Unreserved Summit** – Host & Keynote Speaker

A curated leadership experience featuring global thought leaders, angel investors, and trailblazing entrepreneurs.

### **Unreserved Authors Dinner** – Host

A private evening honoring the legacy and leadership of Unreserved's 24 global authors.

### **Unreserved Book Launch Party** – Host & Speaker

A luxury celebration that introduced Unreserved to the world, attracting top-tier media and powerhouse guests.

### **The Female Founders Roundtable** – Curator & Speaker

Intimate, strategy-driven sessions focused on scaling impact, visibility, and revenue with precision and purpose.

### **The Women Are Speaking** – Curator & Speaker

A storytelling and visibility event spotlighting the lived wisdom of high-performing women across industries.





#### **SIGNATURE EVENTS & APPEARANCES:**

##### **Female Founder Speaker Series – Host & Speaker**

Ongoing event platform elevating the voices of women redefining leadership through keynote talks, panels, and live mentorship.

##### **Female Founder Elite Dinners – Host**

Invite-only, high-touch dining experiences for industry leaders building brands that defy convention.

##### **The Millionairess Playbook – Keynote Speaker**

A premium business-building experience guiding women to scale from six to seven figures through strategic infrastructure, monetization, and brand elevation.

##### **Rise Together: Pain Into Power – Speaker**

An emotionally honest, business-forward event series empowering women to alchemize adversity into action and influence.

##### **Thrive Collective Retreat – Keynote Speaker**

A transformational retreat experience rooted in strategic visioning, brand evolution, and the collective power of women building enduring empires.

##### **Keynote: Burlington Chamber of Commerce – Keynote Speaker**

Shared her personal blueprint for entrepreneurial resilience and mindset mastery in a featured keynote to community business leaders.

##### **Local Women's Shelter Workshops – Instructor & Facilitator**

Designed and led training sessions for women rebuilding their businesses and their lives from the ground up.



# SIGNATURE TALKS

Public & Keynote Speaker

## SIGNATURE SPEAKING TOPICS

### **From Pain to Power: Turning Adversity Into a 7-Figure Business**

Ashley shares how to alchemize hardship into high-performance leadership, guiding women to build businesses from their scars—not in spite of them, but because of them.

### **Rewriting the Rules of Business: Building What Others Can't Imitate**

A call to redefine success on your own terms. This keynote dives into Ashley's philosophy on building brands with depth, originality, and lasting legacy—without playing by the old playbook.

### **The Millionairess Playbook: Scaling with Precision, Profit & Purpose**

Designed for female founders ready to cross the million-dollar mark, Ashley teaches her signature method for scaling sustainably through infrastructure, clarity, and brand elevation.

### **Belief Is Built, Not Found**

One of Ashley's most requested talks, this is a mindset-resetting keynote rooted in personal story and powerful reframes—showing women how to build unshakeable belief and make bold moves in business and life.

### **The Power of Proximity: Why the Right Room Changes Everything**

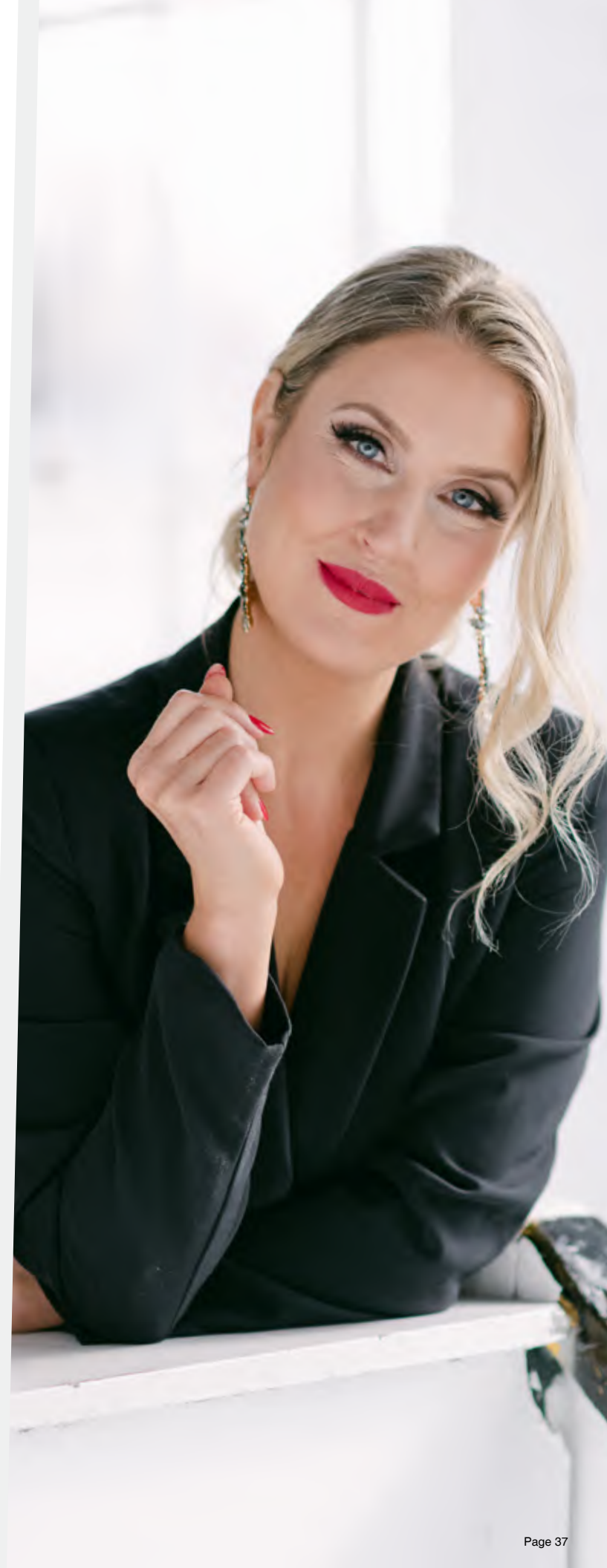
This keynote speaks to the energy, expansion, and elevation that come from being surrounded by the right people—and how to create those rooms when they don't exist

### **Invisible to Iconic: Elevating Your Brand, Voice & Visibility**

For entrepreneurs ready to step into the spotlight, this session teaches how to build a brand presence that commands respect, drives revenue, and leaves a legacy.

### **The Founder Identity Shift: From Hustling to Holding**

Ashley breaks down the personal evolution required to lead a business that doesn't burn you out—but actually reflects your highest self. Think: less grind, more grounded greatness.



# FEMALE FOUNDER

Founder & Creative Director

Female FoundHer is more than a clothing line - it's a wearable movement. Designed by Ashley Deland, the brand exists to celebrate, elevate, and unify women who are building what others said was impossible. Every piece is a statement of identity, a symbol of ownership, and a nod to the bold, brilliant women rewriting the rules of business and life.

Born from the belief that visibility is power, Female FoundHer makes success something you can see - on the street, on the stage, in the boardroom. It's not about fashion. It's about founding something bigger than you and being seen doing it.

Each item carries the energy of the woman who wears it: unapologetic, purposeful, and wildly powerful. Female FoundHer reminds women that they are the brand, the blueprint, and the breakthrough.

Rooted in community and culture, the line has been featured at **national and international events**, including the **Unreserved Summit**, **Female Founder Elite Dinners**, and private **global business retreats**. It resonates with a worldwide network of entrepreneurs, speakers, creatives, and CEOs - women who are not waiting to be picked, but building their own tables across industries and borders.



# PROJECT EMPIRE

Executive Producer, Judge & Master Mentor

*Project Empire* is a ground-breaking reality television series spotlighting 100 women-led businesses as they compete, collaborate, and rise across ten transformative episodes - all leading to one industry-defining winner.

Created to redefine how the world sees, supports, and funds female founders, the show merges entrepreneurship, education, and entertainment into a cultural phenomenon that's both inspiring and actionable.

At its core, *Project Empire* is a masterclass in what it truly takes to scale a women-led business, from refining strategy and structure to learning how to pitch, lead, and secure capital with conviction. It pulls back the curtain on what it means to build a brand designed to last, celebrating the brilliance, resilience, and rise of women founders shaping the future of business.

As **Master Mentor, Judge, and Executive Producer, Ashley Deland** stands at the intersection of business and broadcast - translating a decade of global advisory experience into transformative on-screen mentorship.



# SHE WEARS THE PANTS

Podcast Host

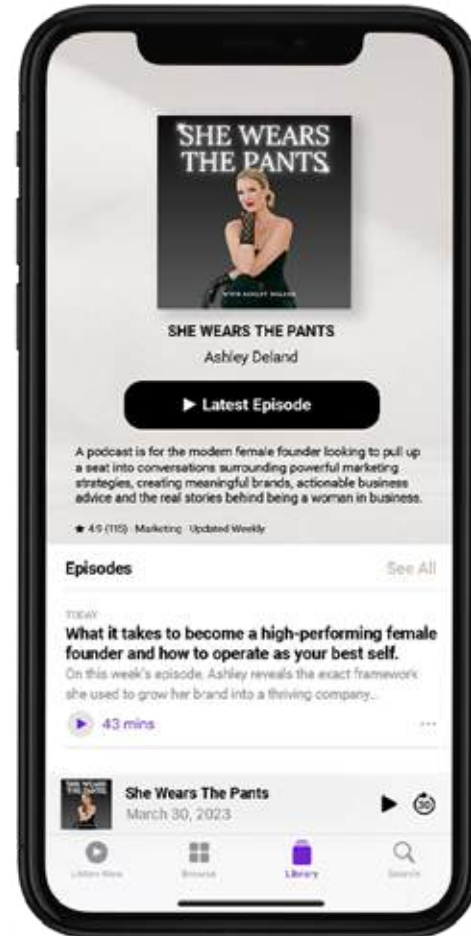
She Wears the Pants is the podcast that celebrates and empowers female founders at every stage of their journey, from launching groundbreaking startups to scaling businesses and creating lasting legacies.

Hosted by Ashley Deland, a seasoned business advisor with over a decade of experience and a track record of driving over \$25 million in revenue for her clients, this podcast reveals the secrets and strategies to turn big ambitions into unstoppable achievements.

Each episode offers a dynamic blend of solo insights and conversations with change-catalysts, culture-shifters, and trailblazing leaders. Listeners gain exclusive access to real, behind-the-scenes stories of building successful businesses, along with proven strategies, tools, and insights to elevate both their business and life to new heights.

Join Ashley on a journey where together, they celebrate the achievements of remarkable women, find inspiration in those breaking new ground, and uncover actionable strategies to drive success and revenue.

She Wears the Pants is about more than just wearing the pants—it's about rewriting the rules and becoming unstoppable.



# SHE WEARS THE PANTS



WITH ASHLEY DELAND

# COMMUNITY INITIATIVES

Service in Action

Ashley Deland's entrepreneurial success is matched by her deep commitment to community. She's not just building businesses—she's building ecosystems of support, opportunity, and long-term change for women across all walks of life.

From grassroots mentorship to national advocacy, Ashley brings her leadership to the spaces that need it most—bridging the gap between access and impact.

## HIGHLIGHTS INCLUDE:

### Board Member – YWCA & Home Suite Hope

Ashley has served on the Board of Directors for both the YWCA—supporting women and families through housing, advocacy, and employment programs—and Home Suite Hope, an organization that provides housing and holistic support to single mothers navigating poverty and homelessness.

### Philanthropy Committee Member – YWCA

In addition to board service, Ashley contributes to long-term fundraising and philanthropic strategy to expand the YWCA's reach and sustainability.

### Speaker & Business Advisor – Burlington Chamber of Commerce

Ashley regularly speaks to local entrepreneurs on business development, mindset, and scaling with purpose, and is a trusted voice in the city's professional ecosystem.

### Member – 100 Women Who Care

Ashley participates in this giving circle of women committed to collectively funding impactful causes in the community.





#### HIGHLIGHTS INCLUDE:

##### **Free Weekly Business-Building Workshops During the Pandemic**

During COVID-19, Ashley delivered weekly virtual workshops to support women launching or pivoting their businesses, creating accessible education during economic uncertainty.

##### **In-Person Business Trainings at Women's Shelters**

Post-pandemic, she brought her expertise directly into local shelters, equipping women with tools to rebuild their confidence. their income. and their future.

##### **Unreserved Scholarships & Access Models**

Ashley ensures that every room she builds includes a seat for someone who otherwise wouldn't have access. She awarded **three scholarship positions** for the Unreserved book project, ensuring underrepresented voices were not only included—but elevated. Across her programs, retreats, and events, Ashley consistently offers **at least one scholarship seat** to a woman in need, reinforcing her belief that proximity should never be limited by privilege. These seats aren't just acts of generosity—they're intentional investments in the next generation of powerful women

##### **2025 Global Impact Expansion**

Through Female FundHer and Business Mastery Academy, Ashley is now extending mentorship. funding access. and education to women in second- and third-world



# TESTIMONIALS

*"That was hands down the most impactful keynote I've heard in years. Your insights were invaluable, and hiring you was one of the best decisions we made."*

STEVEN NICKS, COMMERCE DESIGNS

*"Ashley, your keynote was transformative. The depth of insight and guidance you provided helped us gain absolute clarity on our mindset, direction, and goals. Your fresh, out-of-the-box perspectives were both refreshing and unique. It was a truly outstanding presentation."*

STEPHANIE SAMPLES, VP OF COMMUNICATIONS AT ALLIANCE RESORTS

*"The feedback from our attendees was overwhelmingly positive. You captivated the audience from start to finish, leaving them completely enthralled with every word. Your ability to engage and inspire is truly exceptional."*

AMELIA LEVER, AVALON PRODUCTIONS

*"You were amazing tonight. Thank you for having such structure to your speech. I got a lot of golden nuggets from you."*

CHANTAL DAY, REALTOR

# COMMERCIAL & MODELLING

Experience

## ACTING:



HAIRSPRAY (2006)



AMERICAN PIE:  
THE NAKED MILE (2006)



URBAN LEGENDS (2007)

## MODELLING:

### First Photoshoot:

At just 7 days old

### Iconic Campaign:

Served as the face of "Ovol" for 16 years

### Runway Modelling:

Began at 3 years old

### Top Model:

Dominated the Montreal modelling scene for 3 consecutive years



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