

# MEDIA KIT



ASHLEY DELAND

STRATEGIC BUSINESS ADVISOR, CEO MAISON DE LAND,  
PODCAST HOST & SPEAKER.

WWW.ASHLEYDELAND.COM | WWW.MAISONDELAND.COM

# Ashley Deland

Strategic Business Advisor | CEO, Maison De Land

## A Thought Leader In Digital Marketing, Branding And Business Development

Ashley Deland is a Strategic Business Advisor for female founders who specializes in marketing, branding, and business development. She is also the Founder and CEO of Maison De Land, a full-service creative design house that supports lifestyle brands and founders alike through comprehensive done-for-you services.

With over a decade of experience, Ashley is a recognized expert in the field of business and has been featured in Forbes, INC, Entrepreneur, and currently sits on the Forbes Business Council for the third consecutive year.

**Forbes** **Entrepreneur** **Inc.** **Medium**

**AUTHORITY PRESSWIRE** **CBC** **BBC**

She was the Business Elites “Top 40 Under 40” winner in 2022, was recognized by Business World Magazine as “20 Under 40: Inspiring Leaders To Watch in 2023,” nominated by The Women Empowerment Awards of Toronto for “Roger’s Entrepreneur Of The Year” 2023, won “Best Female Entrepreneur In Canada” at The 2023 Stevie Awards For Women In Business, was nominated for the YWCA “Women of Distinction” awards 2024, and more recently was the winner of “The Female Business Leader Award” from The Business Excellence Awards of Burlington.





# 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



**BURLINGTON**  
CHAMBER OF COMMERCE

**WINNER**

“The Female  
Business Leader  
Award”





# Top 40 Under 40

Business Elite



40  
UNDER40  
BUSINESS ELITE AWARDS

**WINNER**

Business Elite  
"Top 40 Under 40"



— 2023 —

OFFICIAL MEMBER

**Forbes**

| Business  
Council

**RECOGNIZED**

Forbes Business Council Member for  
3 Consecutive Years







**NOMINATED**

for the YWCA “Women of Distinction”  
Awards 2024







**Presented by:**  
**ROGERS.**  
**NOMINEE**

## NOMINATED

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





## 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.



# Signature Talks

Public & Keynote Speaker



## SPEAKING TOPICS

THE POWER OF CULTIVATING COMMUNITY

LEVERAGING OMNICHANNEL MARKETING TO  
AMPLIFY VISIBILITY

CREATING IMPACTFUL & INTENTIONAL  
BRANDING THAT SCALES

NARRATIVES THAT CONNECT & CONVERT

THE POWER OF THE CUSTOMER JOURNEY



# 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

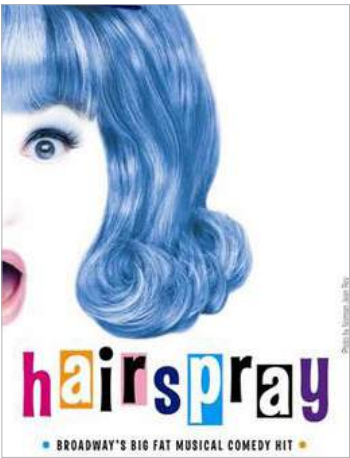
*"You were amazing tonight. Thank you for having such structure to your speech. I got a lot of golden nuggets from you."*

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



# Podcast Host

She Wears The Pants

# SHE WEARS THE PANTS



WITH ASHLEY DELAND

# She Wears The Pants

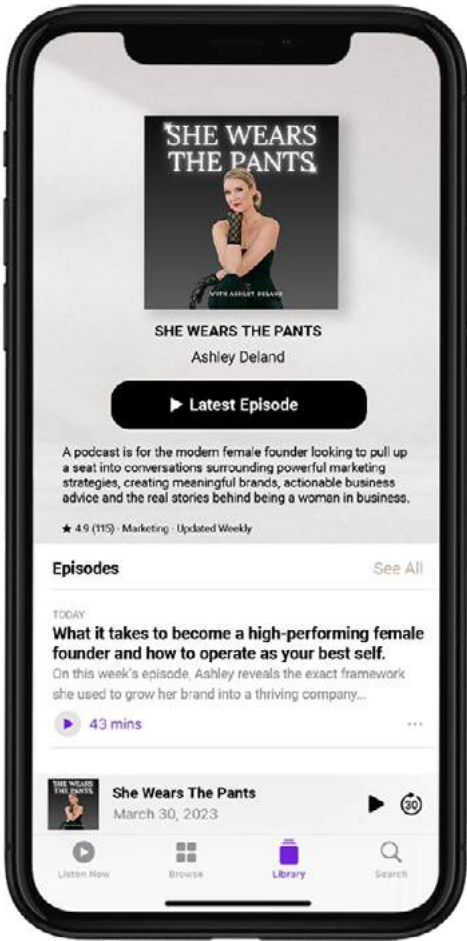
She Wears the Pants is the podcast that celebrates and empowers female founders at every stage of their journey, from launching groundbreaking startups to scaling businesses and creating lasting legacies.

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.





# ASHLEY DELAND

STRATEGIC BUSINESS ADVISOR, CEO MAISON DE LAND,  
PODCAST HOST & SPEAKER.

---



[ashley@ashleydeland.com](mailto:ashley@ashleydeland.com)



[@ashleydeland](https://www.instagram.com/ashleydeland)



[www.ashleydeland.com](http://www.ashleydeland.com) & [www.maisondeland.com](http://www.maisondeland.com)