



JILL VAN GYN

Executive/Director

CONTACT

- 250-885-1366
- HIJILL@JILLVANGYN.COM
- Victoria, BC
- in/jillvangyn

EDUCATION & CERTIFICATES

MA International Development
Royal Roads University
2015

BA Political Science
Concordia University
2006

Master's Certificate Project Management
University of Victoria
2008

Professional Certificate, Communications
Concordia University
2006

EXPERTISE

- High Growth Strategies
- Brand Building
- Team Architecture
- Marketing and Social Media
- Start Up Essentials
- Operations and Systems

PROFESSIONAL SUMMARY

In building my company I cultivated a core team that focused on efficiencies, data driven growth, and an inclusive culture. In managing the immediate team and a large network of contractors, I have been able to produce explosive growth, grounded systems and operations management, and a proven track record of successful business development. As an entrepreneurial leader, I have acquired a strong personal brand in the business community both locally and nationally, as demonstrated by the consistent recognition of my work throughout my tenure as CEO.

PROFESSIONAL EXPERIENCES

FOUNDER/CEO

Fatso Peanut Butter Sept 2016-Jan 2023

- Brought brand past \$1M in under 18 months.
- Built strong, sustainable, and award-winning brand identity through creative direction, marketing, and social media (following of 30k).
- Launched brand into national recognition, listings with all majors (Loblaws, Sobeys, Metro, WFM).
- Expanded the brand into the US with targeted WFM listing in 2019. Presence in West Coast states and Texas with over 400 stores and growing.
- Proven successful product development and launches into the Canadian and US market.
- Built D2C infrastructure with Amazon and Shopify, with over \$200,000 in sales in 2020.
- Created comprehensive operations and systems management.
- Trade show coordination (consumer and industry) for shows in Canada and US.
- Secured company B Corp status (2020-2023).
- Strong experience in socially driven enterprise and community building through business venture (grant establishment, environmental programs, social outreach).


Board Positions

PEERS Victoria - Jan 2019 - present

BC Food and Beverage Association - June 2020- present

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SKILLS & PROFICIENCY

- Research (academic and industry)
- Writing (publication, social media, creative, academic)
- SEO, Meta Analytics
- Content Management and Creation (photography and video)
- Instagram, FB, Twitter, Tik Tok
- G-Suite
- MS Office
- Project Management Software

PROFESSIONAL EXPERIENCES

SYSTEMS AND OPERATIONS

Fresh Coast Health Food Bar Sept 2015-Sept 2016 (contract)

- Developed an operations manual for franchise opportunities.
- Implemented strong systems management for staff and managers.
- Audited menu items for price efficiencies, identified ingredient sources for price and sustainability, made recommendations for maximizing margins.
- Managed event and festival coordination for the food truck.

CONTRIBUTING WRITER

EAT Magazine Jan 2015 – June 2017

- Regularly contributed articles for print. Focus on food and politics and emerging restaurants.
- Developed EAT storytelling series. Coached speakers, coordinated event and ticketing. Served as host for all three events.
- Developed journal edition of EAT Magazine alongside editor. Coordinated articles and writers, contributed 2 pieces.

OVERSEAS WORK Dec 2014-June 2015

London School of Economics, JSRP Uganda - Overseas Research Consultant

- Research and writing – post conflict assessment of oil and gas industry.
- Produced article on area of study for JSRP contribution.

St. Jude's Medical Clinic - Project and Fundraising Support

- Coordinated fundraising effort for materials, supplies, and drugs.
- Project support for remote drug delivery and patient coordination.

Caritas Gulu - Consulting Researcher

- Assisted in developing a 5-year strategic plan for the expansion of community outreach efforts in the Northern Acholi Sub Region related to social services, livelihood development, and reconciliation

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A C H I E V E M E N T S & A W A R D S

- 2022, Best in Brand, BC Food and Beverage Association

Exemplary brand development and marketing in the CPG industry. High growth brand with proven growing revenue and brand recognition in the marketplace.

- 2021 EY Entrepreneurial Winning Women

Program participants achieve breakthrough annual growth and exponential expansion as employers by setting more ambitious growth goals, taking new approaches to business leadership, and adopting operational enhancements.

- 2021, Women of the Year, Entrepreneurial Leader, BC Business

Demonstrated entrepreneurial excellence contributing to the overall prosperity of the BC economy. Exemplary leadership and teambuilding in their chosen industry and diverse business skills going beyond revenue generation.

- 2020 CHFA Community Award

The Agent of Change Award acknowledges the presence of dedicated advocates and activists within our community. Presented to a CHFA Member company or individual that has made substantial contributions through their social justice advocacy work and who are champions of social justice and change

- 2020 Canada's Fastest Growing Start-Ups #18/80

Awarded to Canada's fastest growing startups. Based on time in business and revenue.

- 2020 Best Business, Food and Food Production, Business Examiner

- 2019 Best New Business, Victoria Chamber of Commerce

- 2018/2019 Product of the Year, 3rd place, BCFB