



Maryann Scandiffio

Strategic Growth Leader. Executive Advisor

Maryann is a strategic leader with global cross-sector experience helping small and medium sized businesses drive growth, transformation, and innovation. She translates complex challenges into clear strategies that build scalable organizations and elevate team performance. She combines an entrepreneurial mindset with disciplined execution to create strong partnerships and to align people, processes, and vision to deliver lasting, meaningful results.

SELECTED ACHIEVEMENTS

Strategic Growth, Operations & Scalable Execution

- Founded and scaled an innovative healthy snack brand from concept to national distribution, overseeing sales, marketing, operations, and business development.
- Led global corporate and franchise operations, ensuring quality and compliance, accelerating same-store sales growth, and driving expansion through net new locations across markets
- Designed and implemented operational processes and performance metrics that reduced inefficiencies and enabled scalable, multi-region growth.
- Led strategic planning engagements for multiple businesses, including stakeholder interviews, focus groups, surveys, and assessments—synthesizing insights into clear, actionable strategic priorities.

Partnerships, Market Expansion & Revenue Growth

- Developed partnerships and established multi-channel distribution across retail, food service, education and health sectors, achieving strong revenue growth across multiple sales channels
- Cultivated strategic distributor and partner relationships that drove measurable business growth and strengthened market positioning

Leadership and Organizational Development

- Mentored and coached senior leaders to build high-performing teams and leadership pipelines that improved organizational performance and succession readiness
- Created a performance-driven culture that increased efficiency, strengthened accountability, and delivered consistent, measurable improvements
- Led organizations through change and growth, aligning leadership and teams to drive revenue growth, deliver cost savings, and accelerate speed to market

PRIOR EXPERIENCE

- Merrithew International – Director of Education; Global Fitness, Corporate & Global Licensed Training Centres
- Square Snacks – Founder & CEO; Consumer Packaged Goods/Food, Manufacturing
- Busy Minds/Litte Yogis Academy – VP of Operations; Global Wellness Corporate & Global Franchise Business
- Spirit of Math – VP of Operations; Education, Corporate & Franchise Business
- Bravado Designs – Senior Sales Manager; Manufacturing, Wellness, Apparel

QUALIFICATIONS

- BA, English, University of Toronto
- Strategic Foresight Training, Conference Board of Canada
- Social Selling Mastery, Sales for Life

