

# **Kelly Fallis**

**CEO at RS Muskoka**

Gravenhurst, ON, CA

Founder & CEO of Design, Build, Furnish firm in majestic Muskoka, Canada. Canadian Entrepreneur, Mentor, Advisor & Speaker

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## **Biography**

If Kelly could only find the time to write a book! Tales from the Trenches (if that has any SEO Rank) would journey her account of both her professional and personal life through 9 companies, 8 distinctly different industries (real estate, finance, furniture design, shipping, customs, data, building and ecommerce), getting help from bodies spanning numbers between 0 and 30 and learning by doing. Fail fast and run lean are beyond cliché but the two principles Kelly has relied on most in her 15+ years as an entrepreneur! Couple that with a keen eye for beautiful and well organized spaces and an addiction for building just so she can manage the project and well, its easy to see why it hasn't been penned yet.

Starting in banking Kelly quickly shifted to sales & trading where her entrepreneurial spirit grew strong. Desks didn't jive with her mindset and she founded a home staging outfit, helping 750+ time-starved families maximize the return on the sale of their home in just 5 years. With the internet on the rise and no shortage of moving households she spotted an online opportunity and Remote Stylist was born.

Kelly loves sharing her story to help others expedite their journey. She is a leading authority on entrepreneurial life, bootstrapping, startups, small business, technology and automation as well as being regularly quoted as an expert on home decor trends. She won Canada's Business News Network 'Best Pitch of 2012' on the show 'The Pitch', and has had feature stories in the New York Times, Crains NY, Inc. Magazine, The National Post, Toronto Star, Canada.com, Wish Magazine, HGTV, too many blogs to rhyme off, and even coverage in overseas publications from China, Dubai and Australia.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Retail, Furniture, Consumer Goods, Consumer Services, Internet, Women, Home Furnishing, Housing

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## **Areas of Expertise**

Small Business/Entrepreneur, Online Retail, Bootstrapping, Furniture, Failing

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## **Sample Talks**

### **Winning Over the Entrepreneur**

Talk focused at large multi-national corporations marketing personnel eager to understand how they can gain market share from the SMB.

## **4 Hour Workweek - Affiliate Marketing**

In an age when content is king and visuals are everything designers are sitting on the most valuable resource and likely have yet to realize it. Without changing your routine learn how to generate more revenue and work fewer hours by partaking in the world of online affiliate marketing. Forget terms like advertiser or publisher and find out how to build lucrative partnerships in the time it takes to swipe left. This jam packed session is guaranteed to transform how you think about your role as a design professional on the internet.

Discover:

- What type of content you need to have
- Why this will elevate your brand to a whole new playing field
- Who is interested in working with you
- How to maximize the opportunity with the least amount of time and effort

## **5 Things I Wish I Knew Before Starting My Online Shop**

Hindsight...If Only...Why Didn't Someone Tell Me?! While this first hand account of how not remotely close to perfect or seamless the home design space is could entertain you for hours, you will leave wiser and armed with a long list of shortcuts you would be well advised to take. Help yourself fast track your own online journey and find out what not to do en route to a home run.

Learn:

- How to get up and running tomorrow
- Why you are your own worst enemy in growing your business
- Where it actually makes sense to spend money
- What 5 things you really needed to do – yesterday!
- Who to call upon when you need help
- Your next move when all hell breaks loose

## **Other Presentations**

- Why Being In a Startup Is A lot Like Dating
- Ten Absolutely Valuable Ways To Deal With Information Overload
- 8 Tech Tools You Need to Know About
- The Blissful World of Shipping: Confessions that Will Make Your Head Spin
- 5 Time-Saving Secrets When Shopping for Furniture Online You Need to Know
- 12 Ways to Build a Brand Using Little to No Money
- What You Need to Know NOT to Do When Starting A Company
- What Would I Do? Valuable Confessions & Zingers on the Spot
- How to Land the Internship of Your Dreams

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## **Event Appearances**

**Canadian Association of Women Entrepreneurs & Executives**  
Canadian Association of Women Entrepreneurs & Executives

**Telus Small Business Week**  
Telus Small Business Week

## **The Enterprise Council on Small Business Summit**

The Enterprise Council on Small Business Summit

## **Business News Network Canada 'The Pitch'**

The Pitch / Best of the Pitch

## **Blackberry's Wireless Enterprise Symposium**

Blackberry's Wireless Enterprise Symposium

## **High School/College/University Career Sessions**

High School/College/University Career Sessions

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## **Education**

**Neuchatel Junior College**

Switzerland

**University of Victoria BC**

BA Political Science

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## **Accomplishments**

### **Winner: "The Pitch" 2012**

Kelly was featured on Business News Network's show "The Pitch" on June 22, 2012. She was given 90 seconds to pitch her business model to a panel of judges who were then able to ask questions. Kelly's ability to respond confidently and concisely are one of her strong speaking skills. Her ability to relate to the audience and create a connection with them is also apparent during this segment. Check it out

[http://www.bnnprodown.com.edgesuite.net/2012/06/22/20120622\\_TP\\_2.mp4](http://www.bnnprodown.com.edgesuite.net/2012/06/22/20120622_TP_2.mp4)

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