

# **Shelley Foster**

**Business Lead at Tech4Life Enterprises**

Oakville, ON, CA

An entrepreneur with over 17 years combined experience across various industries.

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## **Description**

Shelley Foster is the Business Lead at Tech4Life Enterprises. Entrepreneur and entrepreneur with over 17 years of combined experience across varied industries in North America, Asia and Europe in new category and business start-ups in sports and fitness products, infant products and medical devices. Expertise in new business set up and development including strategic and organizational planning, market insights and concept development, sourcing and production set up, product management, sales and distribution networks set up, web and e-commerce, licensing, financial and budget planning and control.

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## **Industry Expertise**

Health and Wellness, Corporate Leadership, Business Services, Information Technology and Services

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## **Topics**

Entrepreneurship, Sports & Fitness Products, Infant Products, Medical Devices, New Business Development, Strategic and Organizational Planning, Market Research, Concept Development, Sales and Distribution Networks Set Up

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## **Affiliations**

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## **Education**

**University of Alberta**

MBA. International Business

**University of Alberta**

B.A. Political Science & History

**Universidad Autónoma de Tlaxcala**

B.A. Politics, History, Spanish, Archaeology

**Universidad de Málaga**

B.A. History & Spanish

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