

Adriana Villasenor

“Brilliant outcomes can result from assembling a well-chosen advisory group. By selecting individuals who possess a growth mindset, a desire to give back to others, and a sense of accountability combined with a team spirit, the potential for success is significantly increased.”

TEC CEO Chair
Toronto, ON



Hello!

I'm a seasoned executive, business strategist, and certified coach with over 30 years of experience in retail, manufacturing, and consulting. I understand the increasing challenges faced by founders and top-level executives—balancing profitability and growth, leading high-performing teams, making strategic decisions, and aligning operations with a long-term vision. Having seen firsthand how CEOs turn to peer advisory groups for insights and support, I empower leaders to navigate these complexities with curiosity and creativity.

Throughout my career, I've held leadership roles at two of the world's most successful retailers, IKEA and Walmart, where I drove new revenue streams and delivered substantial recurring annual savings through innovative strategies. I also served as Chief Operating Officer (COO) for a retail technology company, leading operational transformation and strategic growth initiatives. Additionally, I've served on the Board of Directors for the Supply Management Association of Ontario and have built a strong reputation for transforming organizations through strategic thinking, operational excellence, and global market expertise.

My background spans consulting, global sourcing, procurement, supply chain management, product development, project management, operations, and marketing. This diverse experience allows me to develop tailored, high-impact strategies that create a competitive edge in today's fast-moving global marketplace.

Some of my career highlights include developing sourcing strategies worth over \$360 million, with initiatives generating over \$6 million in annual savings. As well as, helping retailers increase sales by over \$10 million annually through innovative product strategies.

I'm committed to lifelong learning and leadership development. I hold an MBA and an MSc in Global Textile Marketing, along with specialized diplomas in marketing, restaurant business administration, and investment project assessment. I am also a Certified Supply Chain Management Professional, earning the highest national exam achievement, and a Certified Coach Practitioner, giving me the tools to guide leaders toward peak performance.

With over seven years of coaching experience, I now dedicate my expertise to helping executives and business owners make better decisions, optimize performance, and accelerate their leadership growth.

When I'm not working with leaders, I find energy in nature, exercise, and spending meaningful time with family and friends. I look forward to supporting leaders who are ready to take their business and leadership to the next level.

My TEC Group Vision

Brilliant outcomes emerge when the right minds come together. I bring together growth-minded leaders who support, challenge, and hold each other accountable. My mission is to foster professional growth through empathy, connection, and mutual support, empowering individuals and organizations to reach their highest potential.

Let's Start the Conversation

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Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

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