



Nicole Solowiej

Co-Founder & Co-CEO · Finance & Operations Strategist · Fractional COO

Ember Venture Group Pte. Ltd. (Anominal AI) · Finance, Operations & Commercial Strategy

Contact through Ember embergroup.ai/consulting/nicole

7 years

PwC audit and assurance, rising to lead senior on client engagements

~\$1M

Committed customer sales in the first ten months of a U.S. operation she helped build from zero

COO

Rebuilt a founder-led firm's brand, offerings and delivery systems

50+

Founders and small-business owners advised directly on cash flow and decisions

Clear numbers, sound systems, confident decisions.

Nicole Solowiej is Co-Founder and Co-CEO of Ember Venture Group Pte. Ltd., where she leads finance, operations, governance and commercial strategy for the company and its product platform, Anominal AI.

She spent seven years in audit and assurance at PwC in Toronto, rising to lead senior and serving as the day-to-day point of coordination between clients, associates, managers and partners. She went on to serve as Chief Operating Officer of a founder-led Canadian tax and investment-services firm, rebuilding its brand, service offerings and delivery systems, and helped build a U.S. sales and finance operation from nothing to roughly \$1M in committed customer sales in its first ten months.

Her repeatable strength is the same across every role: translating complicated financial and operational situations into clear decisions, then building practical processes and systems that people can sustain.

LEADS AT EMBER

Finance, operations, governance, investor relations and commercial strategy.

WORKING MODEL

Location independent, between Bali and Oregon. Remote delivery with on-site work where the engagement needs it.

CONTRACTING

Through Ember Venture Group Pte. Ltd. (Singapore).

SECTORS

Professional services, e-commerce, real estate, not-for-profit, healthcare, wellness.

Commercial rigor, operational clarity.

01 Executive Leadership ■ Co-leadership and corporate governance of Ember Venture Group ■ Budgeting, financial oversight and investor relations ■ Administrative systems and cross-functional coordination ■ Hiring and team building across sales, marketing and operations	02 Finance & Reporting ■ Cash-flow planning and spreadsheet forecasting ■ Multi-party payment, commission and remittance reconciliation ■ Annual financial statements and management reporting ■ Audit and assurance discipline from PwC	03 Operations & Systems ■ Operating-model redesign for founder-led businesses ■ Sales pipeline, CRM and lead-qualification operations ■ Electronic-signature and workflow automation ■ Standard operating procedures that teams actually follow
04 Commercial Strategy ■ Service design, packaging and pricing ■ Education-led client development and webinar funnels ■ Rebrand direction and marketing-team coordination ■ Revenue operations from first lead to closed sale	05 Founder Decision Support ■ Capital-timing decisions, such as when an acquisition becomes affordable ■ Expansion economics and profitability scenarios ■ Complex finance explained in plain language ■ Mentoring, workshops and speaking	06 Tools ACCOUNTING QuickBooks · Xero · Sage PAYMENTS PayPal · Braintree ANALYSIS Excel · Google Sheets financial models REVENUE OPS CRM pipelines · e-signature · Mailchimp

Professional History

2024 – Present

Ember Venture Group Pte. Ltd. · Anominal AI

Co-Founder & Co-Chief Executive Officer

Singapore

- Co-leads executive, administrative and strategic decision-making alongside her co-CEO.
- Oversees financial operations, budgeting, corporate governance and investor relations for the company and its first product platform, Anominal AI.
- Builds the operating infrastructure, administrative systems and cross-functional coordination behind Ember's growth across Singapore and international markets.

May 2019 – Jan 2023

Canadian tax & investment-services firm

Chief Operating Officer

Canada · founder-led practice

Hired to turn a largely solo tax practice into a scalable, education-led advisory business, and given ownership of the founder's whole growth plan.

- Recruited and directed a marketing team through a complete rebrand, a new website and a new social presence.
- Designed new service offerings and their pricing with the founder; built the webinar program, educational funnel, marketing materials and sales process behind them.
- Implemented technical tools that made tax-season delivery markedly more efficient.
- Left the firm with a small team, a rebuilt brand, an education platform and funnel, and a new set of offerings.

2020 – 2023

AMZ Scale · U.S. sales operation

Director of Accounting, Sales & Operations

Helped establish the U.S. sales division of an e-commerce business-building company where no U.S. operation existed, with a founding team of three.

- Built the operation from scratch: electronic-signature workflows, CRM and sales pipeline, lead qualification, sales process and operating procedures.
- Worked as the first appointment setter while the systems were built, then recruited and managed the setter team and an additional salesperson.
- Reached roughly \$1M in committed customer sales within the first ten months, a team result on the operation she built.
- Reconciled several hundred thousand dollars of client receipts each month across changing commission structures, installment plans and U.S. and German allocations; prepared the company's annual financial statements.

2020 – 2024

Independent advisory & coaching practice

Founder, Advisor & Speaker

Practical money systems, cash-flow forecasting and decision support for founders, freelancers and small-business owners, combined with the financial behavior that makes those systems stick.

- Advised more than 50 paying clients directly, building personalized forecasting spreadsheets, account structures and decision frameworks.
- Designed and facilitated workshops and webinars for audiences of 25 to 200, and spoke at events internationally.

Selected advisory engagements

Real-estate developer Capital timing	With villas presold on varied payment terms and construction costs still outstanding, the developer could not tell whether a new land purchase was affordable. Nicole structured receipts, expenses and timing into a simple cash-flow model he could maintain himself, identifying the tight months, the surplus months and the month a purchase became feasible.
Gym expansion Expansion economics	An investor-funded expansion with a sweat-equity partner raised two questions: would the new expenses erode margins, and when would the sweat equity be worked off? Financial analysis and scenario planning set the priorities and the compensation timeline. The expansion went ahead.

2016 – 2019

Independent consulting

Fractional CFO, COO & Accounting Consultant

- Strategic guidance to private clients across industries on accounting, operations, budgeting and business development.
- **All You Can Yoga, Miami.** Head of Operations and Accounting from 2018: built accounting and revenue processes from the ground up; managed budgets, cash-flow analysis and vendor and client communications.
- **Residencial Casa Linda, Cabarete.** Lead Generation Manager, 2017: designed lead-generation processes, CRM and automated client communication for a private villa community.

7 years · to 2016

PwC

Senior Accountant, Assurance · Lead Senior

Toronto, Canada

- Delivered assurance and financial-reporting engagements, primarily for not-for-profit and private-business clients, along with large real-estate and hospital audits.
- As lead senior, served as the primary day-to-day coordination point between client, associates, managers and partners, and managed engagement delivery.
- Resolved complex technical accounting matters and mentored junior team members.

Foundations

EDUCATION

Goodman School of Business, Brock University

Honours Bachelor of Accounting (Co-op)
· First Class Standing · 2013

Beta Gamma Sigma

Honor society membership, top 5% of class

PROFESSIONAL QUALIFICATION

Uniform Final Examination (UFE)

Passed 2014. Chartered Accountant designation awarded 2015 and held through 2025.

SPEAKING & MENTORING

Workshops and webinars

Audiences of 25 to 200 on cash flow, financial systems and entrepreneurial decision-making

One-on-one mentoring

Founders and small-business owners across multiple countries

Ember Venture Group Pte. Ltd. · Singapore · embergroup.ai · References available on request.