

**Amy Hoffman**

MSc Kin.

**Social Media Manager**



Amy Hoffman is the Social Media Manager for EWI Works. She achieved a Bachelor of Kinesiology from the University of Alberta and completed her practicum in exercise physiology in Auckland, New Zealand.

Amy worked for 5 years in the occupational health industry. Her consulting business specialized in physical assessments for healthy and injured populations. At the same time as this, Amy's retail business was taking off. She decided to take a risk and invest full-time in expanding her successful retail business, eventually selling it 12 years later.

Amy started working for EWI Works in the fall of 2016 and is excited to lead the way in business. In this new role, utilizing her unique background in both occupational health and retail sales and marketing, she is able to recognize opportunities where innovation can complement services. In addition, her strengths are

improving customer engagement, brand development, and fostering customer success.

When Amy is not dreaming about business, she is investing in the minds of her two children and an active participant in their sporting events.