

## Contact

[www.linkedin.com/in/cecilia-aiello](http://www.linkedin.com/in/cecilia-aiello)  
(LinkedIn)

## Top Skills

Public Speaking

SCRUM

Product Management

## Languages

English

Chinese

## Certifications

Compassion Meditation Certificate

Certified Product Manager (CPM)

CSM- Certified Scrum Master

# Cecilia Hsiang Aiello

CEO, Enwoven. Navigator & Stuff Doer  
United States

## Experience

### Enwoven

7 years 6 months

#### Chief Executive Officer

July 2022 - Present (2 years 8 months)

United States

Enwoven is the next gen digital archive solution. We're trusted by customers like Reebok, UGG, Marc Jacobs, Michael Kors, and US Bank. We're a Saas platform helping brands curate brand knowledge and inspire innovation.

#### Head of Product + Success

August 2020 - July 2022 (2 years)

#### Head of Enablement + Success (Founding Team, B2B)

September 2017 - August 2020 (3 years)

San Francisco Bay Area

### Nestment

#### Advisor, Founding Team

October 2021 - Present (3 years 5 months)

San Francisco Bay Area

Nestment streamlines the co-buy process for groups of friends and family who want to purchase property together. From start to finish, we help groups leverage their collective buying power and realize their dreams.

### Kenzai Inc.

#### Director of Community Engagement

January 2015 - September 2017 (2 years 9 months)

San Francisco Bay Area

Kenzai is a B2C wellness company that provides effective fitness programs online. It combines coaching, nutrition, and social sharing behind a paywall and boasts a global community of passionate evangelists.

### Sotheby's International Realty

#### Realtor

September 2012 - December 2014 (2 years 4 months)

San Luis Obispo, California, United States

**Kobre & Kim**

Director Global Operations, Asia Office

September 2010 - September 2012 (2 years 1 month)

Hong Kong

**New York University**

MBA Admissions

November 2006 - September 2010 (3 years 11 months)

New York, New York, United States

**Kobre & Kim**

Senior Analyst

September 2004 - November 2006 (2 years 3 months)

New York, New York, United States

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**Education**

University of Pennsylvania

BA, History

New York University

MSW, Clinical Social Work