

Key Contacts

Client Team

Todd McDaniel

Role: Owner, Best Way Products **Email:** todd.mcdaniel@nurise.ca **Phone:** 905-510-1705

Notes: - Very risk-averse after previous losses - Wants to understand methodology, not just get answers - Had surgery on December 27, 2025 - recovering - Office technically closed this week (Dec 30-Jan 3)

Douae (pronounced "Dua")

Role: New Team Member **Background:** Master's in Supply Chain Management, limited e-commerce experience **Availability:** May not be available until after January 5th **Notes:** - Will be primary person doing product analysis training - Needs to learn e-commerce fundamentals - Strong analytical background from supply chain

Consultant Team

Greg Kowalczyk

Company: GearTOP Inc. **Email:** info@geartopdesign.com **Alt Email:** kowalcg@gmail.com (for tool access) **Phone:** 905-334-9282 **Location:** Oakville, ON

Role: Lead Consultant - Product selection analysis - Training delivery - Listing optimization - PPC strategy

Patricia

Role: PPC Specialist (Future - Phase 4) **Involvement:** Not in Phase 1, will take over PPC management in Phase 4 (June+ 2026)

Tool Access

Amazon Seller Central: - Access email: kowalcg@gmail.com - Permission level: Standard access + Brand Registry tools

Jungle Scout: - Access email: kowalcg@gmail.com - Account owner: Todd McDaniel

DataDive: - Account owner: Todd McDaniel - Consultant: Uses client's subscription - Discount coupon: Pending from DataDive support

Last updated: December 30, 2025