

**Company:** OT Growth Labs, Los Angeles, CA

**Company Description:** OT Growth Labs is a boutique consultancy helping founders—especially women and international entrepreneurs—launch wellness and pet products using U.S.-based manufacturing. From formulation and compliance to Amazon and DTC strategy, we offer hands-on, end-to-end support to bring science-backed, founder-led brands to market quickly and confidently.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Most Innovative Woman of the Year - Business Services

**Nomination Title:** Oksana Tsvigun – Global-to-U.S. E-Commerce Launch Expert



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 183 words used.**

My name is Oksana Tsvigun. I hold a Master's in Project Management and Consulting from Kyiv National Economics University and a certificate in Behavioral Decision Making from Harvard.

My career has been built on transformation. At L'Oréal Ukraine, I rose from logistics to national Supply Chain Manager, helping launch La Roche-Posay and SkinCeuticals while driving operational innovation across inventory and distribution.

At Lamoda Ukraine (Global Fashion Group), I became CEO, managing a \$50M P&L and leading customer service for the \$1.5B group. I led digital, brand, and service — growing revenue 5x, launching 500+ brands, improving EBITDA 7x, and scaling a team of 1,000+.

In 2022, when the war in Ukraine stranded me in Panama, I rebuilt from zero—no language, no network, no plan. Within 2.5 months, I became E-commerce and CRM Director for Pandora LATAM, leading digital acceleration across nine markets.

After relocating to the U.S., I founded OT Growth Labs, a solo consultancy that helps international brands launch in the U.S. with American manufacturing. I turn complexity into clarity—guiding founders through innovation, compliance, and US market entry.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 246 words used.**

For the last 2 years, I've led innovation in both corporate and entrepreneurial settings. As E-commerce and CRM Director for Pandora LATAM and Asia Pacific, I introduced Pandora's first Click & Collect service in LATAM—bridging online and offline channels in a region historically dominated by traditional retail. I also implemented a new CRM system to improve personalization and customer lifetime value. Under my leadership, Pandora launched branded websites in Peru and Panama, expanded into Singapore and Japan, and delivered +75% YoY online sales growth, +36% in conversion, and +59% in customer base expansion.

After my contract ended, I moved to the U.S. and founded OT Growth Labs, a consultancy that helps international brands launch products in the U.S. through domestic manufacturing. In today's political and economic climate—marked by tariffs and a national focus on U.S. production—this model is both relevant and future-focused. But I don't just launch brands—I bring truly innovative products to life. I identify market gaps and transform bold ideas into high-impact, compliant, and scalable consumer products.

One example is *Pawgress*, a pet supplement brand I co-created with a European company and a U.S. dog nutritionist. The formulas contain no fillers and deliver therapeutic dosages of active ingredients—uncommon in the market.

I also founded *The Age Labs*, a longevity supplement brand for women 40+. All products are lab-tested and focus-group validated for real efficacy.

Beyond my business, I mentor early-stage female founders through *SupportHer*, helping bring innovative brands to life.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 244 words used.**

What makes my achievements unique is the **innovative nature of the services I offer—combining U.S.-based manufacturing support with strategic brand development for international founders**. In today's climate, where tariffs, compliance hurdles, and consumer scrutiny make entering the U.S. market incredibly challenging, most agencies focus on marketing or operations. I do both—and more. I offer an end-to-end model that helps clients build truly differentiated, compliant, and scalable products, made in the U.S.

Many international brands struggle or give up on entering the U.S. due to its complexity and cost. Yet in under 12 months, I helped launch *Pawgress*, a pet supplement brand featuring no fillers and therapeutic doses—formulated, manufactured, and sold in the U.S. I also founded *The Age Labs*, a science-backed (US and International scientists) longevity supplement brand for women 40+, with lab-tested formulas and U.S. production secured within 6 months.

By comparison, most wellness and pet brands take 18–24 months to break into the U.S.—if they succeed at all.

My success comes from a rare combination of deep cross-border experience, project management, strategic foresight, and profound understanding of consumer behavior. I help clients adapt their messaging, packaging, and product to fit U.S. expectations while using my industry network to fast-track execution.

This work is both economic and deeply personal. I'm not just helping brands—I'm helping create jobs, foster innovation, and bring new ideas to life in one of the world's most competitive markets.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 194 words used.**

1. **OTGrowthLabs.com** – Website of my consulting agency, showcasing recent brand launches, U.S. market entry services, and client success stories.
2. **LinkedIn Profile of Oksana Tsvigun** – A public profile detailing my international career, leadership experience, and personal recommendations from global founders and industry peers.
3. **PawgressNutrition.com** – Official site of *Pawgress*, the premium pet supplement brand I co-created and launched in under 12 months, in collaboration with a European company and a U.S.-based certified dog nutritionist.
4. **Print Feature in ELLE Magazine** – Scanned copy of a published article highlighting *Pawgress* and its innovative positioning, offering third-party validation.
5. **Pawgress Case Study as of July 13** – A summary of my role in the project, key challenges, launch strategy, and early Amazon performance results.
6. **The Age Labs Case Study as of July 13** – An overview of my longevity supplement brand, including its mission, advisory board, formulation and testing milestones.
7. **Amazon Listing Screenshot – Probiotic Plus** – Live product listing of one of the first *Pawgress* supplements launched.
8. **Amazon Listing Screenshot – Multi 8-in-1** – Live listing of our flagship product containing 8 science-backed ingredients.

## Attachments/Videos/Links:

[Oksana Tsvigun – Global-to-U.S. E-Commerce Launch Expert](#)



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